Crowdfunding Report

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

1. Theater, specifically the plays sub-category, has significantly more success. Theater (187) has almost twice as much success as the following most popular categories, film & video (102) and music (99). What is even more impressive is the subcategory Plays in Theater is responsible for all the successes!

2. Despite differences in the locations of the events, plays overall are most successful.

3. June tends to be the month when the most successes occur. Overall, when comparing all the years together, it says July. However, when looking at the outcome by time chart per year, the visuals indicate June is more consistent.

So, from what the visuals demonstrate, hosting a play campaign during the summertime particularly June and perhaps July, will yield the most success.

**What are some limitations of this dataset?**

A limitation to the data provided is the limited scope of the dataset. Having 1000 entries of data is considered small. Thus, to get more accurate information using visuals, it would be better to improve the quantity of entries. The avg number of crowdfunding campaigns occurring every year with ~100, which is a small number. In addition, since data within a 10-year period was accounted for, we can’t acutely measure outdated information. This can skew results which do not accurately reflect current conditions and changes 5-10 years ago.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

1.Use a table in order to determine the count of campaigns for each country using the country column. We can also add a filter based on which of those campaigns were successful or not. To see how each country compares to another, we could use percentages. We can use this information to have a better aim for our target audience, depending on where they are located.

2.A graph can be utilized to demonstrate whether there is a correlation of success and failure between spotlighted and non-spotlighted campaigns. We will be able to get a better depiction of whether the spotlight aids in the success rate of the campaigns.

**Use your data to determine whether the mean or the median better summarizes the data.**

The median is most likely the best way to summarize the data, as the results for mean (~851 for successful, ~585 for failed) and median (~201 for successful, ~114 for failed) are quite different. This difference may be a cause of the presence of outliers like the maximum number pulling the mean towards the higher end. The standard deviation values attained further prove this case. The standard deviation for successful and failed number of backers is ~1268 and ~ 961 units away from the mean.