

Crowdfunding: Written Report by Maria Wolfgang

Some conclusions that we can draw about crowdfunding campaigns:

- **Category:** In general, innovations within the IT/Tech field are mostly successful, with the exception of Denmark (DK) which has had 0% success in that category. For example: Canada, China and Italy had 100% success rate, while Australia, Great Britain and the US also found more success than not in the Technology category.
- **Quantity:** Plays are the most prolific generators of kickstart projects and see about a half and half success rate.
- **Timing:** June and July had the greatest ratio of Success to Failure as shown by the gap in the "Date Created" line graph. It may be advised to kickstart a project in those months, followed by September and October, depending on the category type. December and January appear to produce a higher ratio of failures and may not be the best time to start the crowdfunding process.
- **Goal Range:** Projects with a fundraising goal in the \$15,000 to \$25,000 range have the highest success rate overall. Aiming for amount significantly above or below this target may decrease the potential for attaining the goal.

Utilizing circle graphs could be useful to better visualize the percentages for each category. There are so many variables included in this data, a deeper analysis could be helpful by breaking down each country or focusing more solely on a specific category across the various countries. Box Plots also help to demonstrate the variability more clearly when considering the measures of center.

Statistical Analysis (Number of Backers):

	Successful	Unsuccessful	<p>The median summarizes the data more dependably since there are many outliers on the upper end to pull up the reported average to a deceptively high number of backers.</p> <p>There is more variability with successful campaigns which I did not expect. However, the average amount donated by each backer can vary greatly so there are different ways to reach success in that regard.</p>
Mean	851.1469027	585.615385	
Median	201	114.5	
Minimum	16	0	
Maximum	7295	6080	
Variance	1603373.732	921574.682	
StDev	1266.243947	959.986813	

