Report

* June and July are the two best months to begin a crowdfunding campaign. These months have the highest total number of successful campaigns, as well as the highest percentage of successful campaigns – over 60%.
* Plays are by far the most common crowdfunding goal. They appear to be most popular in both Denmark and Italy, and least popular in Canada based on campaign success rate.
* The majority of crowdfunding campaigns in this sample originate from the United States. Campaigns are much more likely to succeed in the US, with the other six countries in this sample seeing a 14% decrease in successes.
* Using this data sample, it is not possible to see the date that each campaign reached its funding goal. This information could be used to judge the popularity of campaign goals.
* This data contains a summary of funding, and as such does not show individual pledge amounts. This data could highlight outliers that skew the average pledge, as well as weed out potential data manipulation. For example, a single very large pledge could indicate that someone is artificially generating interest in the campaign, a tactic common on auction websites to increase the final sale price.
* The data also includes whether or not the campaign was selected as a Staff Pick or Spotlight, both of which would likely highlight the campaign online. We could create a table to show how being selected for these impacts the success rate of campaigns, as well as any change in total or average pledges.
* With our current tables and graphs, it is unclear how the success rate differs between campaigns with different goal amounts. We could learn of a trend within certain brackets – for example, campaigns with goals between $1000 and $5000 could be more successful than others. This idea could also be applied to different main and sub categories, showing if certain categories tend to succeed at higher goals than others.

Statistical Analysis

* The median being so low compared to the mean shows that many more successful campaigns have close to 200 backers than they do 800+, but that some campaigns have a much higher number. While neither mean nor median alone give a clear picture, I think the mean better represents this data because both successful campaigns with 100-300 backers and those with 1000+ are common occurrences, and the mean meets them in the middle.
* Variability is higher with successful campaigns. This is reasonable because the range between minimum and maximum backers for successful campaigns is nearly 1200, or almost 20%, higher than failed campaigns.