Data Analysis

Three Conclusions:

1. Across the country, there are the most theatre crowdfunding campaigns launched.
2. Across the country, there are the least journalism crowdfunding campaigns launched.
3. A campaign from the category Technology/web (Williams-Jones) was the most successful campaign (2339%).

Limitations:

Some data that we are missing is how much each backer donated. We have the average, but the average could easily be skewed by a few large donations. It might be interesting to see what campaigns inspire larger donations.

Additional Tables and Reasoning:

One interesting thing to graph would be the average donation compared to the backers count. You could determine what campaigns people donate the most money (on average) to.

We could graph the average number of backers per year of the campaign. Perhaps it would be interesting to know when people donate, in the early years of a campaign or the later ones. This might be impacted by advertising, of course.

Statistical Analysis

To me, I think the median better summarizes the data. In skewed data sets like this one, the median often makes more sense to use with the data.

As the standard deviation is larger with the successful campaigns, I would say that there is more variability in the successful campaigns than in the unsuccessful ones. This makes sense to me as backers can vary so wildly. One backer could donate the entire campaign request, or simply make a $1 donation.