**Crowd Funding Analysis**

* **Given the provided data, we may conclude that:**

1. Setting realistic goals matters when it comes to crowdfunding campaigns! Based on the chart in the “Goal Outcomes” sheet, we can see that campaign with goals in the ranges reflected in column A, rows 6-9 have lower rates of cancelation and higher, more consistent rates of success. Projects with goals under 14,999 or over 50,000 have higher rates of cancelations and lower rates of success. Therefore, it may be best to set goals in the middle rather than aiming too low or too high.
2. Based on the “Launch Date Outcomes” sheet, projects launched in the Summer (between June-August) tended to have the most consistent numbers of successful campaigns. January-December, and March also seem to be ideal times to launch.
3. There are certain categories that seem to be more popular than others, however that does not mean they are more successful. The “Category” and “SubCategory” stats seem to indicate that theatre/ plays were the most successful campaign option, with 187 successful projects out of 344 total. However, there were also quite a few failed and canceled projects in this category/subcategory. Relative to how many projects there were, Technology and Photography seemed to show the highest rates of success in terms of category.

* **Limitations:**

1. One limitation of this data set it shows data from crowdfunding campaigns over the last 10 years. Since technology has changed drastically in the last decade, one might be able to make better predictions about the success of crowdfunding campaigns with more recent data.
2. Another limitation of this data is that it is difficult to make any conclusion about the effects of geographical location on crowdfunding campaigns. Trends in success of certain categories or launch dates may vary depending not only by country but also by regions within that country. Therefore, one may be able to make more accurate predictions if the data is collected by country and if one could look at trends within certain regions/states of those countries.

* **Other possible tables and/or graphs:**

1. To see if there are any geographical trends with launch dates, one could make a pivot table filtered by “country” with a stacked column pivot chart, and compare launch date outcomes by country:

Chart, bar chart

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Launch date outcomes for Australia (left) compared to the United States (right)

1. Chart, pie chart

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   Description automatically generatedTo compare categories by country, one could make a pie chart which compares which campaign categories are more successful depending on country. This may help uncover certain cultural trends in countries

Successful categories for Australia (left) compared to Great Britain (right)

**Backers Summary**

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

* In this case the median appears to summarize the data more meaningfully. The data is skewed to the right (mean > median) so the median would be a better way to summarize the central tendency of the data.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

* The variance for successful campaigns was 1,603,373.73 with a standard deviation of 1266.24 vs a variance of 921,574.68 and standard deviation of 959.99 for unsuccessful campaigns, therefore successful campaigns show more variability from the average. This makes sense because successful campaigns had a wider range of number of backers (top number of backers on a successful campaign was 7,295 vs. top number of backers for an unsuccessful campaign was 6,080).