**Crowdfunding Report**

There are a few conclusions we can gather from the three above graphs. The first being that by a large margin, campaigns in the theater category are both the most often launched and fully funded. Film and music campaigns are also more often launched and fully funded. From that we can conclude that campaigns that are entertainment based are generally more popular to both start and fund. We can also conclude that campaigns are generally more likely to be fully funded than fail to reach their goal. A total of 364 campaigns failed out of the total of 1000 campaigns listed while 565 campaigns succeeded. This leaves us with a 36.4% chance to fail, but a 56.5% chance to succeed. The last conclusion we can get is the number of campaigns succeeding increased to its highest point in the months of May through July only to drop down to its lowest in August. From that we can concluded that people may have been more able to prepare and launch campaigns during those months and the public was more open to spending money on campaigns during those months as well.

While these three datasets do give us some valuable information, they do have their limitations. For example, they don’t consider factors that may improve or hurt a campaigns success like advertising. They also don’t include the amount needed to fund a campaign. The price point of a campaign varies from project to project and can determine how difficult it may be to fund the campaign completely. The data used previously also does not include the amount donated per backer. The amount a person may donate can also vary as different campaigns can have different minimum donation amounts as well as a minimum amount to donate to receive the product being advertised or a reward for donating. These price points can have a large influence in how much a person may donate and if they donate at all.

In addition to the charts already in use, more can be made to address the missing information mentioned previously. For example, a chart or table comparing the amount of successful and failed campaigns that were previously recommended by the staff or spotlighted on the hosting website versus the amount of successful and failed campaigns that did not receive any highlights from the website. The chart could highlight any possible influence that a recommendation or advertisement for a campaign may have on its success. Another possibility could be an additional stacked column chart similar to the ones used previously, but instead of being by category or sub-category, it can use the goal amount to compare the number of successful and failed campaigns. The chart could be used to show if the goal amount influences the success rate of funding a project. Lastly a table that shows the average donation by a user, the lowest and highest tier reward prices and the total goal of the campaign could tell us if the amounts set by the campaign runner have an influence on the amount a user may donate.

For the outcome and backer amount table the median would be the one that better summarizes the data as it has a wide range of numbers but is skewed toward the lower end of about 100 to 200 backers for both the failed and successful campaigns. The mean would be better used if the distribution of the number of backers was more evenly distributed.

As far as variability there seems to be more variability within the failed campaigns than the successful ones. This makes sense because there can be multiple reasons why a campaign may have not reached its goal, like not enough people donating and the different amounts they donated or many people donating but at a lower donation amount.