**Written Report**

Conclusions we can draw about crowdfunding campaigns:

1. The likelihood that a campaign will be successful is positively correlated with the number of financial backers.
2. Successful campaigns tend to be in categories dealing with entertainment such as theatre, music, and film/video.
3. The highest percentage of successful campaigns are concentrated in the moderate financial goals category.

Limitations of the dataset:

1. The vast majority of the campaigns are funded in USD and took place in the US, so this is not a global survey.
2. It might be useful to include reasons for failure if the campaign was not successful.
3. The average donation is just calculated by taking the pledged amount and dividing by the number of backers. It might be useful to also see the variance in donation amount.

Additional charts/graphs:

1. A frequency plot of the financial backers count in successful and failed campaigns would further show a correlation between likelihood of success and number of financial backers.
2. A frequency plot of the successful and failed campaigns broken down by funding goal would show if failure was a result of unrealistic financial goals.
3. We could also break down the success or failure as a function of the length of time that a project was active.

**Statistical Analysis**

In both successful and failed campaigns, the mean and median number of successful backers are quite different, which means that it is likely that the data are not normally distributed. Additionally, the variance and standard deviation are quite high relative to the mean value, further suggesting a that the data are not normally distributed. Therefore, the median is most likely a more appropriate way of summarizing the data than the mean. The data for successful campaigns contain more variance than for failed, which could be the result of a few very successful campaigns that received an unusually high number of financial backers.