**Crowdfunding Book Written Report**

For this assignment, I used Excel to conduct a statistical analysis for failed and successful crowdfunding projects. The objective was to determine whether the mean or the median better summarized the data based on the statistical analysis. I implemented pivot tables, charts, and graphs along with statistical analysis to visualize specific components based on parent category, subcategory, dates, and percentages. Based on the charts and graphs that I created from the provided raw data, I was able to draw a few conclusions based on the time of year along with the number of failed and successful projects. Granted, there were limitations that made the data somewhat difficult to summarize, but the charts and graphs helped to visualize the available data.

The three conclusions that I drew from the available data include: 1). The variance and standard deviation for successful projects were a lot higher than that of failed projects. 2). Based on the pivot table and line graph for dates, there was an unusually high success rate for the month of July followed by an unusually low success rate for August. 3). Based on the goal analysis and line graph, the percentage of failed projects was the highest when the goal was greater than 50,000 along with the lowest percentage of successful projects. Although there were correlations between the highest and lowest data points, there was no clear way to determine causation due to missing details related to specific demographics (e.g. age, sex, preferences).

The limitations within the dataset include a lack of demographics related to the backers (the number of males and females along with their ages) as well as their personal preferences related to the subcategories of music and media. Although there were certain times of the year that saw unusually high success rates, there was no way to determine the cause of the higher rates at those times. Therefore, in order to get a clearer analysis, I would recommend gathering more specific information about the backers as well as specific activities that occur each month.