Crowdfunding project

Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

* Category (campaign) – The most Successful campaign is theater based on it had the greatest number of successful Campaigns – You can analyze this data as well based off the Percentage of Success. Journalism is the most successful because it had 100% success rate with only 4 out comes. So, if you were to include top 3 categories out of Film/Video, Music and Theater film/video was the most successful because it had the highest percentage of success out of the top 3. You can calculate Percentage by adding up each campaign (Grand total) divided by successful.
* Sub-Category (campaign) – In the sub-category column just by looking Plays had the most successful campaign but if you analyze this data, it shows here Audio and World music were the most successful because they had a 100% success rate by Percentage, Web also had a high percent rate at 0.705882 with 36 successful out of 51 outcomes and the less successful campaign was radio & podcasts with a 0.5% success rate.
* Yearly (campaign) – Shows the Yearly outcome of the campaign’s you can see here based off the months of the year chosen how all the campaigns did. June had the highest success rate and August had the lowest success rate based on percentage. Looking at this data set you can calculate Percentage by adding up each campaign (Grand total) divided by successful. The top three successful months of the year were June, July and October.

What are some limitations of this dataset?

* The data may not capture all elements that made a campaign successful or unsuccessful, such as how much advertising was employed or the quality of the product

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* Charts or graphs to display average donations based on subcategories and parent categories
* Charts or tables based on failed categories/subcategories

Crowdfunding Goal Analysis

A brief and compelling justification of whether the mean or median better summarizes the data

The reason the number of successful backers had a higher mean than the failed backers is because the average number of backers is higher for successful backers than the failed backers. The reason why is because the median reinforces the mean the successful backers for the median is also higher than the failed backers median. The min amount is 16 so its higher because the failed backer’s min is 0. The maximum of the successful is far higher than the failed ones. To sum it up the campaigns are successful because the Mean, Median, Min and Max are higher in successful than failed continuatively there is a greater variance in the successful and failed because some of the campaigns where far more successful and the less successful campaign had failed but was still successful. The most successful campaign had a greater value and had the greater success rate that’s to sum up standard deviation and variance.