**CROWDFUNDING MODULE ANALYSIS**

**Three Conclusions:**

Larger numbers of backers can be a good indicator of project success; however, it is not a guarantee.

Project success rates maintained a higher than 50% value except at values 10000-14999 and 50000+.

Projects involving the arts (theater, film/video, music) had a higher overall representation within the data than all other project types and also enjoyed a higher overall success rate.

**Limitations of the data:**

Data for each startup includes country but doesn’t include region for larger countries where that may have significance over success/failure.

Data for cancelled projects does not include a reason for why the project was cancelled, this could be used to quantify the various reasons for why each project is considered cancelled instead of failed.

While this data set did include 1000 data points, this could represent just a snapshot of the total number of crowdfunded projects that have been attempted. This could mean that conclusions drawn from this data set may be deemed flawed or outright incorrect in the presence of further data in the future.

**Suggested graphs for further analysis:**

Box and Whisker Plots and Scatter Plots would be useful to help visualize the mean and median calculations for the success/fail backer count data.

Further drilling down of the monthly data by group and sub-group to visualize the outcomes for the projects.

**Is Mean or Median a better representative for this data:**

For the purposes of this data set the median would be a more representative value to represent both successful and failed crowdfunded projects. Primarily as a result of the large numbers of backers skewing the mean number of backers to the right by 650 for the successful projects and 470 for the failed projects.

**References:**

All data in this project provided by UNCC Bootcamp via edX Boot Camps LLC.