**Crowdfunding Challenge Analysis**

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

1. Maximum number of campaigns were started in Theatre Category – Plays sub-category and least number of campaigns were launched in Journalism Category.
2. Success rate of the campaigns overall is more than 50%. Highest success rate is in Journalism (100%) category.
3. Success or Failure of a campaign is not related much to the month of the year when it was launched.

* What are some limitations of this dataset?

The data set does not include information on the type of Campaign (online, print, email, tele-marketing etc.), so no deduction can be made if type of campaign influenced the success or failure of a campaign for a category.

* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  1. Impact of duration (length of the campaign) can be used to the see its effect of outcome of the campaign. If number of days a campaign is run has any correlation to its success or failure.
  2. Country wise analysis can also be done on different categories of the campaign. If people in any country are more inclined to contribute towards one category/sub-category for successful crowdfunding.

**Backers Statistical Analysis**

* Use your data to determine whether the mean or the median better summarizes the data.

Population has very high variance. Mean is a better summarization of this data compared to Median. The large difference between mean and median values for both the campaigns suggest the data is skewed.

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

**Successful Campaign**

|  |  |
| --- | --- |
| **Mean** | 851 |
| **Median** | 201 |
| **Maximum** | 7295 |
| **Minimum** | 16 |
| **Variance** | 1603374 |
| **Std. Deviation** | 1266 |

**Failed Campaign**

|  |  |
| --- | --- |
| **Mean** | 586 |
| **Median** | 115 |
| **Maximum** | 6080 |
| **Minimum** | 0 |
| **Variance** | 921575 |
| **Std. Deviation** | 960 |

There is more variability in successful campaign data set compared to failed campaigns. Statistical analysis of data supports this conclusion as the variance and standard deviation of successful campaign are much higher than that of failed campaign. The data for successful campaign is more scattered and spread out over a large range of number (Max – 7295 and Min – 16)