Crowdfunding Report

Out of 1000 crowdfunding campaigns, there were 565 successful and 364 failed campaigns.

Of the successful campaigns, the most successful categories were theater and film. Of the failed campaigns, the least successful categories were theater and music, closely followed by film.

All of the failed campaigns were less than 100% funded.

We can draw the conclusion that in order to have a chance at success the campaign needs to be at least 100% funded. The more backers the better. A campaign has a better chance at success if their goal falls in the mid-range.

We could create a histogram to show the distribution of the data as well as a bell curve.

These would provide additional value in showing the overall effectiveness of a campaign considering all variables.

The mean better summarizes the data, as there are many campaigns that are not well funded which causes the median to be low.

* Is there more variability with successful or failed campaigns?

Since all failed campaigns failed to meet 100% funded, it shows that hitting the goal variable is the most important for success and any variability after that would require more information about location, competition and market response to determine its contribution to success.

The variables that we looked at were level of success based on category.

Level of success based on sub category.

Level of success based on date created.

Level of success based on amount of goal.