Crowdfunding Analysis

Based on the analysis, here are some conclusions that we can draw:

* Looking at the success or failure rate of the subcategories, plays were by far the most successful, however they also did have the highest number of failures and cancelations.
* Looking at the number of projects for any given range of the target goal, most crowdfunding campaigns had a target goal of less than $10,000 or more than $50,000.
* Even though most campaigns had target goals of less than $10,000 or more than $50,000, the campaigns with the highest success rate existed in the goal range of $15,000 to $24,999 (100% success rate) and $30,000 to $34,999 (100% success rate). Whereas campaigns with a goal of greater than $50,000 had under a 38% chance of success.

Data Limitations:

* It would be nice to take a deeper dive at individual campaigns, particularly successful campaigns, to see when donations came in. Allow us to analyze if there are certain months people are more willing to donate or participate in a crowdfunding campaign.
* This is a very objective look at crowdfunding campaigns, successes versus failures. However, it does not provide us any information on what made some campaigns successful and other campaigns not successful. For example, we can see that plays had more successful campaigns than any other subcategory, but we can’t say that people donating to a crowdfunding campaign are more likely to donate to a play, because they also had the highest number of failures.
* We don’t know the value of each donation, for example successful campaigns average donation amount might be skewed by one or two individuals who provide large donations.
* When in the life cycle of each campaign was it successful or canceled? This would tell us if successful campaigns had a steady amount of donations or, for example, a rush of donations near the deadline to carry it over into success.

Additional tables/graphs:

* Success rate or failure rate per country
* Success rate or failure rate per (No description given of what these variables are)
* Success rate or failure rate compared to length of time of campaign (Campaign created to campaign ended)

Statistical Analysis:

Looking at bar charts of successful campaigns and unsuccessful campaigns, there doesn’t appear to be any particular pattern that emerges, for example, successful campaigns have more backers. Indicate to me that the best measure of average would be the mean versus the median. If the number of backers was skewed one direction or another then median might be a better choice.

The variance of successful campaigns is higher than the variance of unsuccessful campaigns. This means that successful campaigns have greater variability in the range of the number of backers compared to the average number of backers. This is corroborated by identifying that the standard deviation of successful campaigns is higher than the standard deviation of failed campaigns. This does make sense, as it indicates that if failed campaigns had more backers, they may have been successful.