Three Crowdfunding Campaign Conclusions

1. Time of year does not meaningfully impact the likelihood of a specific crowdfunding campaign outcome. As evidenced by the “Date Created Chart” sheet – there is relative month-over-month consistency in the campaign outcome.
2. “Plays” are the most common sub-category of crowdfunding campaign by a wide margin. 34.4% of all crowdfunding campaigns were for “Plays” – the next highest sub-category market share was “Rock” at 8.5%. The abundance of “Plays” campaigns did not alter “Plays” campaigns outcomes relative to all other sub-categories.
3. Crowdfunding campaign outcomes were not influenced by the category of the campaign. There is relative consistency in the outcome ratios across all categories as evidenced in the “Category Chart” sheet.

What Are Some Limitations of the Data Set?

* Because the outcome results are proportionately similar across all categories – there is no data in the set that helps gain insight on *what* makes a successful campaign. This data is nice for visual breakdowns across categories and subcategories, and to compare campaign backers with funding goals.

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

* Charts comparing Categories and Backers would provide insight into how many people are behind different types of campaigns. Charts comparing Average Donation and Category would provide insight into individual funding per campaign. These to comparisons would help provide more insight into determining the popularity of specific campaign categories.

Statistical Analysis

* For successful campaigns the median better summarizes the data. Because the median is drastically closer to the minimum than the maximum – that is an indication that there are some singular, largely backed campaigns which skew the mean of successful campaigns to a number that does not as accurately represent that data.
* For unsuccessful campaigns the mean better summarizes the data. There are many campaigns that fail to get off the ground entirely and attract miniscule numbers of backers. The mean would better represent the backer amounts of failed campaigns.
* There is more variability in successful campaigns. This makes sense because all successful campaigns have different crowdfunding goals that they achieved. The various Goal thresholds increase the variability of successful campaigns. There is a decent number of unsuccessful campaigns that attracted miniscule backers, those campaigns decrease the variability of unsuccessful campaigns.