



Instituto Tecnológico de Estudios Superiores Monterrey

Data Analytics Bootcamp

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- Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. We can tell that crowdfunding campaigns have a better rate of being successful if they are part of the film & video, technology or music industries.
  2. Games are the worst crowdfunding idea since they have a failure rate of more than 95%.
  3. We can also tell that a vast majority of people are interested in funding this kind of campaigns in order to fund projects of different interests.
  4. Most donations are made in USD.
  5. July has the peak of most successful campaigns.

- What are some limitations of this dataset?

We don't know how much money exactly each backer donates, where is located and at what time the donation happened.

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

We could add a Pie chart in order to know in what proportion different currencies are used to fund the campaigns.

We can also know from which countries the transactions are made.

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

I think the mean it's a better approach to summarize data because it takes in consideration all the values in the table and for its outcome is the average. On the other hand, the median just takes the central value.

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

We can see more variability in the failed number of backers and it makes sense because in that table we can see more values that are beyond the median , which make them less representative , that's why the variance is so large in the failed cases.