# Assignment#1

Dude Date: January 3, 2023

# Crowdfunding Analysis

**What are three conclusions that we can draw about crowdfunding campaigns?**

Based on the data provided, there are (3) conclusions that can be drawn;

* The entertainment industry is most successful in crowdfunding, namely Theater, Music and Film & Video.
* Plays are an extreme outlier under rate of success
* Involvements with crowdfunding peaks in mid-summer and end of year

**What are some limitations of the dataset?**

This dataset is informative only and provides outcome-based results. It doesn’t provide the how-to for successful crowdfunding projects and reasoning for failures.

Some technical limitations are as follows; Countries are only described as acronyms, and timestamps had to be optimized to date form.

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

* Pivot table to describe percentage of success vs failure based on category and sub-category would allow a visual of likelihood of success based on a sub-category someone may be pursuing.
* An analysis of success vs failure of a project based on duration of time the project accepted donations for would allow to see if placing an ‘early-bird’ or ‘limited time only’ incentive works to attract doners.

## Statistical Analysis

Mean or Median?

Based on the histograms of the SUCCESSFUL and FAILED charts describing the number of backers for each company, we can see that MEDIAN provides a better summary of the data than MEAN does, due to its placement on the chart showing it is closer to the larger majority of the data set. In other words, MEDIAN is on the bar which contains more backers than other bars. MEAN is off-center.