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Module 1 Write Up

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Entertainment seems to be the most popular and successful type of crowdfunded project, with film & video, theatre, and music being the most successful genres of the set.
  + Crowdfunding with a goal of about $1,000-$5000 may have a higher chance of success, as this amount saw the highest number of projects and the highest amount of success (as compared to projects with higher goals and 100% success rate, yet a much smaller number of backers.)
  + There are little to no repeatable aspects of successful crowdfunding campaigns. Even within the most popular category of entertainment, there was a large fluctuation in the amount go successful and unsuccessful campaigns.
* What are some limitations of this dataset?
  + The population information of the backers is unaccounted for. We are unable to see the main demographic of the people backing each type of project. Knowing this information could give us insight into why some campaigns failed when similar ones succeeded.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + A histogram could help us visualize the bell curve of the data.
* Use your data to determine whether the mean or the median better summarizes the data.
  + The mean better summarizes the data over the median. A large amount of data falls away from the median, making it less reliable.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + There seems to be more variability in successful campaigns. This does make sense because of the sheer amount of successful campaigns.