Crowdfunding Campaign

1. Three conclusions that can be drawn from the crowdfunding campaign include: When comparing data from all countries, journalism was the most successful category. In terms of sub-categories, the plays were the most successful when comparing data from every country. And finally, the most successful campaigns took place during the summer months.
2. Some of the limitations of the data set would include the limited number of countries from which data was collected, knowing which donors gave large contributions which when taking an average of how much each donor gave could skew the true picture to create a higher average. Additionally, when starting to work with this data it wasn’t clear if the data had been cleaned or manipulated before we received that table. Finally, it would have been helpful to know the methods that were used to collect the data to understand what standard they met.
3. A graph with a standard currency would allow readers to see the true value of the money that was donated and would create a clearer image of worth. When there are multiple countries involved and multiple currencies involved, if exchange rates are wildly different a graph with standardized currency could show a more realistic comparison between countries and the backers that donated from those countries in comparison to one another. A graph showing the length of time from start to finish that each campaign ran for could indicate factors such as popularity and depict clearly how each campaign grew.
4. The data appeares to be fairly symmetrical when graphing the successful backers meaning that the mean would be better to analyze this data.
5. Based on the data there was greater variability in the successful category of backers compared to the unsuccessful category of backers. I am not sure that greater variability equates to having a greater number of successful campaigns, it’s possible that it could but I feel that other factors would need to be considered in order to clearly understand how correlated variability and success are related in these campaigns.