Colleen Karwoski

12/18/2022

MODULE 1 CHALLENGE

Three conclusions about crowdfunding campaigns

1. Theater is the most common category of campaign among the data set.
2. Music is the most common category of campaign in China.
3. Campaigns with goals of $15,000-$20,000; $20,000-$25,000 and $30,000-$35,000 had the highest rate of success.

Limitations of the data set

The data set only contains information from 10 countries and does not provide geographic information within the country. It also does not provide data about the creators of the campaigns (age, gender or race). Similarly, it does not provide this data about the backers.

One could create a bar graph comparing the goal amount with the category that could be filtered by country, which would show if any category had higher goal amounts and if that varies by country. One could create a bar graph comparing the average donation amount by country, which would show if the average donation varied by country or is similar across the countries. One could also analyze the average donation over time using a line graph which could be filtered by county or category.

Statistical analysis

The median better summarizes the number of backers data.

There is more variability with successful campaigns. This makes sense because successful campaigns can have high outliers while unsuccessful campaigns cannot have high outliers because by definition, they fall below the goal number.