Data Analysis Report

We can conclude three statements from the crowdfunding campaigns. First, During the month of July, we had more campaigns than any other month compared to January where we had the most failed. This could mean that parents are less likely to participate in the beginning of the year due to major holidays in October, November and December. Secondly. We can conclude that theatre is the most successful category for parents. Lastly, more people fail the campaign every month than canceling which means that the are interested in the campaign even though they are now successful in it.

A few limitations we can take from this dataset is that live campaigns are not reflected in this particular graph (due to filtering) which could change the meaning or interpretation from the data.

Other possible tables/graphs we can use would be a pie chart. A pie chart can show which categories compared to months are parents most interest in participating. This would create additional value for viewership and easy readability for anyone looking at the data.

The median is the best measure of central tendency for the dataset because of the outliers and extreme data such as 0.

There is more variability with successful campaign because of the larger dataset and sample size to truly understand which campaigns are successful or not.