Erika Dorsainvil

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Parent Category | (All) |  |  |  |
| Years (Date Created Conversion) | (All) |  |  |  |
|  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |
| **Row Labels** | **canceled** | **failed** | **successful** | **Grand Total** |
| **Jan** | **6** | **36** | **49** | **91** |
| **Feb** | **7** | **28** | **44** | **79** |
| **Mar** | **4** | **33** | **49** | **86** |
| **Apr** | **1** | **30** | **46** | **77** |
| **May** | **3** | **35** | **46** | **84** |
| **Jun** | **3** | **28** | **55** | **86** |
| **Jul** | **4** | **31** | **58** | **93** |
| **Aug** | **8** | **35** | **41** | **84** |
| **Sep** | **5** | **23** | **45** | **73** |
| **Oct** | **6** | **26** | **45** | **77** |
| **Nov** | **3** | **27** | **45** | **75** |
| **Dec** | **7** | **32** | **42** | **81** |
| **Grand Total** | **57** | **364** | **565** | **986** |

Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

* The data provided indicates that 565 out of 986 campaigns were a success. This substantial success rate shows that crowdfunding can be a great choice for project funding. There were variations in the success rates each month indicating that certain months were better to launch a campaign than others. The low rate of cancellations in campaigns demonstrated that it is more likely for a campaign to succeed or fail rather than canceled entirely.

What are some limitations of this dataset?

* The data provided does not include the different categories of projects this could be an important factor on the outcome of a campaign. The data provided is over the course of a year, if it were over a longer period there may be more clarity on why the success rate varied each month. The total funding goal nor the amount raised were provided, therefore, it was hard to determine the campaigns outcome.

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

* A table that shows a breakdown of project categories and the success rate. A bar graph that compares average funding goal, failed and how funding greatly impacts the outcome of a campaign. These additional ways of analyzing the data would give a greater understanding of how different factors can determine the success of crowdfunding and help with future campaigns.

|  |  |  |  |
| --- | --- | --- | --- |
| **Central Tendency** | **Successful Campaigns** | **Unsuccessful Campaigns** |  |
| **Mean** | 851.1469027 | 585.6153846 |  |
| **Median** | 201 | 114.5 |  |
| **Minimum** | 16 | 0 |  |
| **Maximum** | 7295 | 6080 |  |
| **Population Variance** | 1603373.732 | 921574.6817 |  |
| **Population Standard Deviation** | 1266.243947 | 959.9868133 |  |

Use your data to determine whether the mean or the median better summarizes the data.

* The mean is significantly high for both successful and failed campaigns. The median demonstrates more of a difference in these factors because it is not as impacted by the outliers that are affecting the mean.

Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

* The variability is demonstrated in the variance and standard deviation. The standard deviation for successful campaigns is higher than the unsuccessful campaigns and as a result shows more of a variation. It makes sense because it demonstrates that successful campaigns have high success rates that lead to more variability and unsuccessful campaigns have lower success rates with less variability.