Crowdfund Analysis

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

Some Conclusions that could be drawn from looking at the date are:

1. Plays are the most funded campaign and has the greatest number of successful and the greatest number of failed campaigns.
2. Another conclusion is at the beginning of the year and the middle of summer (June, July) months seem to be the peak of success for the campaigns.
3. Third conclusion that can be drawn from the data is that most failed campaigns usual fail during the fall and winter months.

* What are some limitations of this dataset?

Some limitations of this data are for one that it doesn’t state how or what caused funded campaigns to fail or succeed or become cancelled. Such as inflation, economic struggles and world events that may have caused certain outcomes.

There was some noise in data such as the Staff pick and Spotlight Columns meaning these specific data doesn’t provide informative feedback.

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

Some possible extra tables/ graphs arts that could be added are:

1. A graph (Line) that shows the yearly and quarterly trends of the outcome column, so we have a better understanding of which years were most successful and least successful.
2. A table or graph (scatter Graph) to see if the amount of the pledged funds correlates to how long a specific campaign lasted. This would determine if success or failure of a campaign could be a result of lack of funds or something else like poor management.

Use your data to determine whether the mean or the median better summarizes the data. The median is too low to be a good representative for the data.

The data shows that the mean is a better summarizes the data

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

The data shows that there is more variability with the successful campaigns this makes sense because the average is low compared to the total data so the data would be more distributed.