Challenge 1

07/08/2023

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. The main success for the crowdfunding projects was solely dependent on the those who pledge and the popularity of the projects.
   2. If you take a look at the stacked bar chart you can see that Jun and Jul have had the most successful months.
   3. You can see certain parent categories are more successful then others such as entertainment over journalism.
2. What are some limitations of this dataset?

One of the limitations that I can point out about the dataset is data behind how the pledges are being approached. It may be that some campaigns are more successful due to the execution that reach the correct target audience, with this being set no further details are given to the demographic wealth of those who have pledge.

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

A Scatter graph with a distribution line could be created to help compare the sub category and successful projects. This would then enable to user to understand what or why certain campaigns are more successful for that sub category. Another layer could be added by country to help analyse the preferences of a country. This provides value to the individuals wanting to be successful in raising funds for the campaigns they wish to push to certain countries and sub categories.

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

Due to the Standard deviation being so high it is better to have the Mean summarise the data. This could be further backed by calculating the Z scores. The Mean would allow the analysis to overcome the high variance in the data set.

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

The Successful campaigns are showing a higher variability due the larger sample set which means more scope for variation. This can be seen by the higher Variance and difference in the Minimum and Maximum.