CHALLENGE 1: CROWDFUNDING ANALYSIS

1. Given the data provided for this analysis, I believe there are three takeaways to note. Firstly, it seems that crowdfunding is a popular method to raise money because many sub-categories are using it to raise money especially because of how easy it is to market them through many different platforms. Secondly, some categories did not see as significant of a success compared to others and that may be due to the lack of popularity in the public in those categories. Lastly, for the data set shared it seemed like the 3rd quarter saw spikes in success rates but overall, there were slow starts and plateaus in the 2nd quarter in many categories.
2. What are some limitations of this dataset?
3. A scatterplot can be used along with a linear calculation to look at the variations in numbers and single out outliers for further analysis.
4. I believe the mean is a more accurate number to summarize the data compared to the median because of the nature of calculating such large datasets.
5. Failed campaigns have one thing in common which is fewer numbers in backers whereas successful campaigns have a larger number of backers. This leads to more variability in the successful group because there are many different ranges of goals, and they are being met but different categories of supporters whereas the outreach for the failed campaigns has a small number to analyze.