Crowdfunding Book

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

Based on the data in the Crowdfunding Book, theater has the most successful outcome in the U.S. and by parent category, overall. The visualizations display this well. The 1st quarter had the best outcome of the year and plays did the best in subcategories. After creating pivot tables, we can see who donates the most, the same and the least.

What are some limitations of this dataset?

There’s a 9 year gap between some of the data.

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

The goal vs. the pledge. This comparison over the years can show companies who is really invested and who isn’t.

Also, a pie chart would have been a great visual for the parent and subcategory component of this project. The additional value a pie chart could provide is percentage.

Statistical Analysis

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

The mean and median helped us see the average count of backers, which simplified the data provided.

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

Variability is how far apart data points lie from each other and from the center of a distribution and there is more variability with unsuccessful campaigns.