CROWFUNDING CAMPAIGNS REPORT

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

1. Plays are by far the most failed as well as successful campaign, ranging from 0-344. The range includes failed, live, successful, and canceled outcomes. However, with plays being the most prevalent category it also ranked the highest outcome in the failed and successful outcome than the rest.
2. The category of theater ranks the most failed at 132 as well as the most successful at 187. While journalism was the least popular with only 4 successful outcomes.
3. From the data the month of July was the most successful at 58; however, the least successful month was august at 41. As you can see the success outcome for each month was in a range of 17 from each other.

* What are some limitations of this dataset?’

1. The sample size of 1,000 might have not been large enough for all the categories and subcategories.
2. The amount of fame one has coming into the project. An independent content creator might not be able to reach as big as an audience as a famous celebrity which might alter the outcome/results.
3. The type of the subcategories might be more common to the majority of people than others.

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

1. It was be interesting to see how many campaigns are successful long term. This could then be factored in the campaigns that are not as successful to help them in the future/fix any problems as to why they are failing.
2. It would be interesting to see why some campaigns did not meet their profit goal. What are the reasons as to why they did not meet their goal? Advertisement, a different audience, cost, etc.
3. If we could analyze why the difference between why a campaign fails and why one is successful. We could look at the most successful and least successful campaign and compare the factors within to understand the outcome.
4. Outlier testing

STATISTICAL ANALYSIS

* Use your data to determine whether the mean or the median better summarizes the data.
  + The mean is better to summarizes the data since the mean represents the average of the data while the mean represents the middle number/point for 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?
  + There is more variability with successful campaigns since the variance is higher. This does makes sense because to be successful you would have to have many different campaigns to grow successfully and generate an audience.