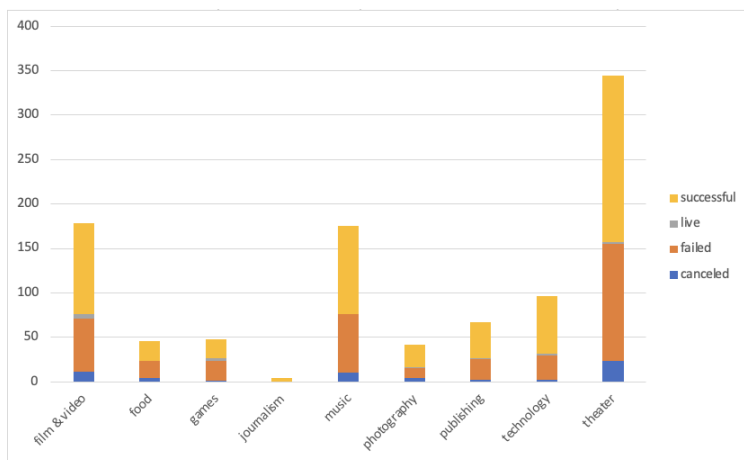


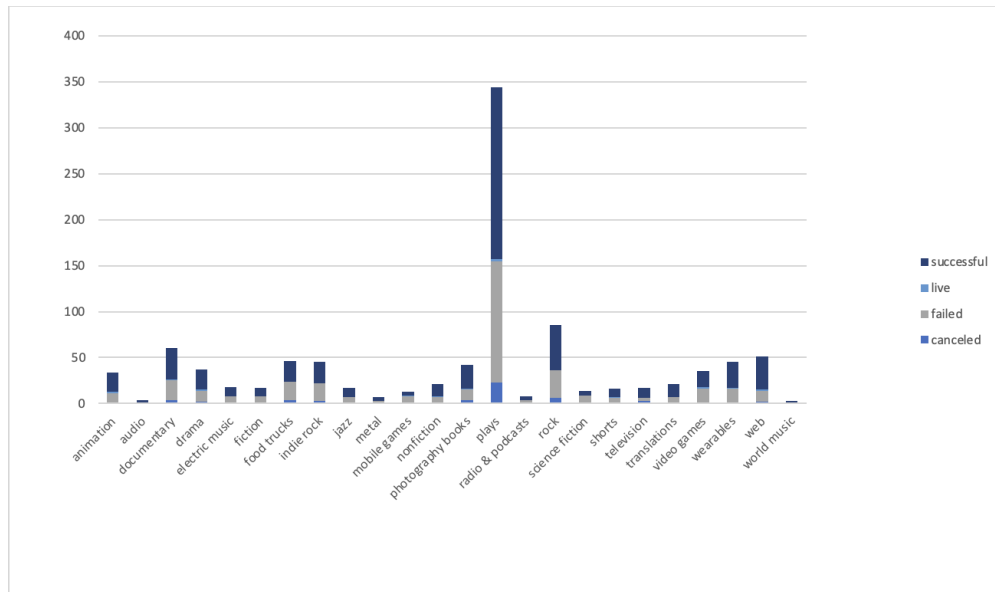
### Crowdfunding Analysis

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

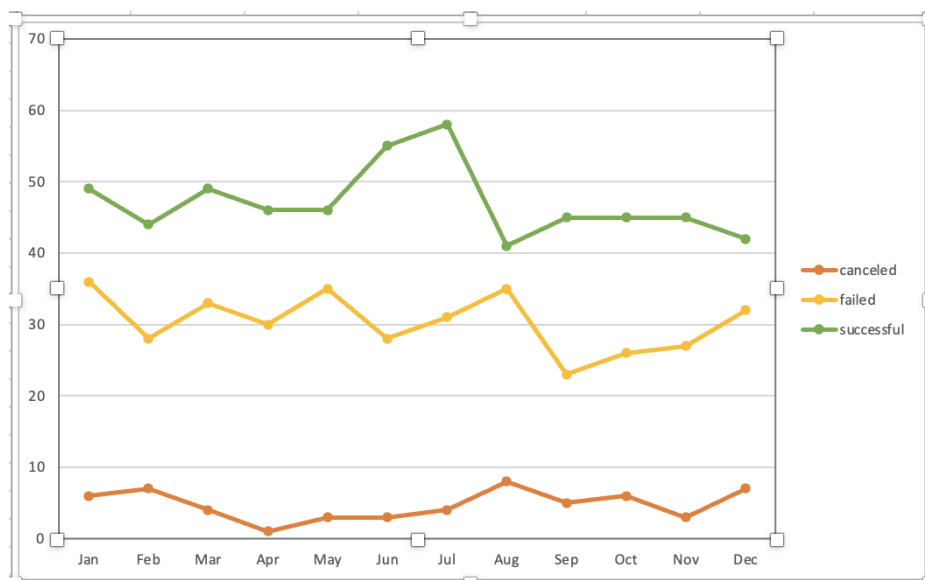
Based on the data provided, the first conclusion is drawn from our pivot chart 1 where a filter was employed per country, and organizing the rows by parental category facilitated a comprehensive examination of the total counters for each outcome. Utilizing a country-specific filter alongside parental category row organization allows us to obtain a clearer visualization of outcome totals. Therefore, within each of the parental categories such as film and video was **0.58** more successful compared with a failed **0.33**, food had a success of **0.47** compared to failed (**0.43**), music had **0.56**, and so on we could conclude successful was higher compared to failed, lived, and canceled. Overall, successful is **0.565** which is significantly higher, compared with **0.014** lived, **0.364** failed, and canceled **0.057**.



The second conclusion is drawn from the analysis of the second pivot table, wherein filters were applied based on country and parental category. By arranging the rows according to country and parental category, a thorough examination of the total counts for each outcome was made possible. Employing country-specific filters in conjunction with sub-category row organization provides a clear insight into the likelihood of success through crowdfunding. Within the sub-category of plays was calculated to be **0.54** successful compared to failed **0.38**, live **0.005**, and canceled **0.067**. These companies were highly successful in achieving their desired funding goals with a total of **0.565** compared to live **0.014**, canceled **0.057**, and failed outcomes **0.364**.



Lastly, the third conclusion came from pivot table number 3 wherein filters were applied based on years and parental category. By arranging the rows according to years and parental category, a thorough examination of the total counts for each outcome was made possible. Employing year-specific filters in conjunction with month row organization provides a clear insight into the likelihood of success through crowdfunding. It is evident that these companies were highly successful with a total of **(0.57)** in achieving their desired funding goals compared to canceled **(0.057)**, and failed outcomes **(0.37)**.



## 2. What are some limitations of this dataset?

- There dataset is not large enough for all categories and subcategories, so some of the results are not statistically relevant given the small sample size. We need to figure out how statistically significant these results are.
- We need to analyze a variety of crowdsourcing companies to draw more significant insights.

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

- It would be interesting to analyze the projects by the duration of conversion using the date created conversion and date ended conversion. Maybe there is a trend to see what separates the duration of successful and unsuccessful projects.
- If we could analyze the data by states, we could see trends in which states have crowdfunding with the highest rates of success and which ones have the lowest rate of success.

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

- For the successful campaign we see a significant difference between the mean and median. This suggests that the data may be skewed or have outliers. In this case, the median of 201 might be a better summary as it is less affected by extreme values.
- Similar to successful campaigns, there's a notable difference between the mean and median. Again, this indicates potential skewness or presence of outliers. Thus, the median of 115 might better summarize the central tendency of the data, being less influenced by extreme values.
- In summary, considering the significant differences between the means and medians for both successful and failed campaigns, it seems that the median better summarizes the central tendency of the data in both cases.

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

- From the data, we can see that both the variance (**1606217**) and standard deviation (**1267**) are higher for successful campaigns compared to failed campaigns. This indicates that there is more variability in the data for successful campaigns.
- This result makes sense because successful campaigns might involve a wider

range of strategies, target audiences, budgets, and other factors, leading to more variability in their outcomes. On the other hand, failed campaigns might exhibit less variability as they may share common characteristics contributing to their lack of success.

- Therefore, it is logical that successful campaigns would demonstrate higher variability compared to unsuccessful campaigns, given the inherent diversity of successful strategies and outcomes.