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

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| a. Overall, crowdfunding is used most often to fund projects in the Parent Category of "Theatre", and furthermore in the Sub-Category of "Plays" |
| b. June has the highest success rate for projects while July has the highest failure rate for projects |
| c. Projects in with a goal between $15,000 and $19,999, $20000 and $24,999, and $30000 and $34,999 have a high success rate. Projects with a goal between $10,000 and $14,999 have the highest failure rate. Whereas projects with a goal of, or greater than, $50,000 have a higher chance of being canceled than any other goal bracket. |
| d. There is not enough evidence to suggest there are specific trends to be "successful" for a crowdfunding project. |

2. What are some limitations of this dataset?

This is just a sample of the crowdfunding data. We don't know if the projects included donation tier rewards that include a range of suggested donation amount, and what the minimum and maximum amounts were or if a backer can pledge without receiving a reward. We don't know the visibility of campaigns to Backers; how were Backers able to find campaigns ie. social media, word of mouth, website, etc.

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

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| 1. How many days a project is open. This would help us determine if there is a "sweet spot" for having your project open for a certain number of days |
| 2. We can look at the success rate of being chosen as a "Staff Pick" or being featured in a "Spotlight" and if these indicators lead to a larger chance of success. |
| 3. We can look at the average donation amount for successful versus failed projects. This would allow us to create a suggest donation amount or better distribute our donation tier reward ranges |

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

In the case of Crowdfunding, the median is the best statistic for summarizing the data as the data proves to contain many outliers, especially in terms of successful projects, which skews the data.

5. 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. This makes sense because there is variety in the set goal amounts for each campaign and successful campaigns reached their donation goals before the project had to be closed whereas the failed projects did not meet the goal before the close date and could not reach their ultimate goal.