Module 1 Challenge 1

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

The data on crowd funding campaigns shows a trending increase in successful “outcomes” from its initiation in 2010

The largest of the crowd funding campaigns “Parent Category” is “Theatre” making up 34%.

The lower the “goal” of crowdfunding the higher the probably of being campaigns being successful.

1. **What are some limitations of this dataset?**

The data is primarily based on campaigns from the US making up 763 of the total 1000 within the data pool.

The data has numerous currencies as the value of donation. This limits the real value of each donation as a conversion would be required to compare them all together or against each other.

This dataset doesn’t take into consideration the state of the global or national economy for each campaign.

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

Possible tables and/or graphs that may create additional value include

* Count of Outcome / Year of Outcome – Insight into if campaigns are growing in success/failure
* Percent Funded in comparison to Duration of Campaign. – Insight into if the duration of a campaign has an impact on the outcome of a campaign.
* Subcategory Count of outcome. – Insight into if a Sub-Category’s is distinguishably more successful or prone to failure.

**Statistical Analysis**

1. **Use your data to determine whether the mean or the median better summarises the data.**

Using the Data, it is evident that the Mean providers a better summary of the data for both Successful and Failed Campaigns. This is simple as the Mean providers a better summary of the data with its Central Tendency compare to Median.

**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, Successful Campaigns had more variability. This is as it is evident comparing the Standard Deviation of Successful 1266 to unsuccessful Campaigns Standard Deviation of 959.

The Lower the Standard Deviation the Lower a Variability.