Data Analysis for module 1

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Over the course of this project, I have studied the graphs and tables relating to crowdfunding data. In my report I have found data that I could use for my own fundraising campaign.

* Over the course of a year more projects are started in January and July
* July and June are the most successful months for fundraising.
* Theater is the most common kind of campaign followed by film and music respectively.
* Journalism is the least common campaign at only four campaigns however it has so far had a 100% success rate.
* More projects succeed on average than fail.

While working on the project I came to the realization that the data I was graphing and organizing did not utilize all the available data that could be used to further identify trends. As a example the simple blurb describing a project could easily sway data. Depending on its wording and message could mean the difference between a successful project or a failure. My data also did not include the kind of person or company that was backing the project it did not include any data on what kind of advertising or promotions in doing so the data could be more accurate. This also includes the available data of whether a campaign was assisted by the crowdfunding site. Available data is in the sheet that describes if staff approved of the project and if the project was given a spotlight on the site. This all to say that more graphs could be used and utilized for more accurate data on why a project was successful. If we were to create a graph that correlates if a specific project was promoted and show how the data differs from projects that were not. If we were to create another collum and use it to differentiate between singular people from company’s we could also see if there is any difference in success.

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As Far as my statistical analysis of the successful campaigns vs the Failure campaigns, biased on the backer count, it makes sense to say the more backers one has the more Successful the campaign. On a different note for both sets of data the mean better defines the amount of backers per campaign. Shown by the graph campaigns tend to ether have few backers or many backers with relatively few campaigns having a middling amount. Thus to represent the data best it makes more sense to use the mean as it best shows the amount of backers overall.