

Crowdfunding Analysis:

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

(1) Crowd funding through the plays category had the best overall successful results and Variance.

(2) Crowd Funding through Music categories scored the lowest. Categories pertaining an audio stimulant were the most unresponsive.

(3) Crowd Funding campaigns may not always be successful, but they can be an engaging way to make money and showcase talent.

- What are some limitations of this dataset?

The Dataset shows the pledge goal and average amount of donations, but it does not state how much money is needed or any expenditures. There is also no set timeline of how long it takes to reach the pledge goals & how long it takes to run a campaign. The data set only represents what was gathered.

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

Another analysis category the measure the Blurb and how the average donation per pledge. A histogram of how much people were willing to pledge for a specific topic may prove useful for companies wanting to be more aware of their budget funding.

Statistical Analysis:

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

I believe the data analysis shows that the median better summarized the data. The median represents the middle number from two outcomes. Which shows a more appropriate value with considering outliers. The Mean value is skewed from the higher outliers in 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 a Higher Variability with the successful campaigns. This makes since when referring to the percentage values and the visual representation from the bar graph. The success rate, variance, and standard deviation is higher overall.