**Module 1 Homework Q&A**

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* Q: Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
* A:  
  1. Crowdfunding overall is a fairly successful way to fund projects, with about 50% successful campaigns and the other 50% balanced between failed, cancelled and live campaigns. According to Startups.com “The average success rate of a crowdfunding campaign is 50%”. Which would make this specific crowdfunding data a successful adventure.

2. Theater and Plays were the best earners for this dataset, by far the highest earners and had the highest backer count. I assume it’s because of the high support from a tight nit community that theater and plays usually have, but without proper data to back it up it’s hard to tell exactly why.

3.Lastly the summer is the best time to host an event. Summer has the highest number of successful pledges and the lowest number of cancelled and failed events.

* Q: What are some limitations of this dataset?
* A: A large limit to our data that I believe would give us a better understanding of how we can increase the success rate of our pledges is to gather data about the demographics that are attending these crowdfunding events and what part of the demographic is becoming a backer.

If we can gather data about the demographics that show up to these events we would be able to make more informed decisions about making more events that target the higher demographics that show up and back the campaigns.

* Q: What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
* A: I think a pie graph would be a good way to really show (and emphasize) our success rate vs our failure, cancelled and live rates. It’s not quite a necessary graph I just think it’s a better way to show the difference between the two sides.

I think a bar graph that shows the amount of backers per category type and how much the average donation per backer per category would be really beneficial. If a certain category of crowdfunding has a large amount of backers but a smaller amount of percentage of backer contributions we could find ways of increasing how to get backers to contribute more.

* Q: Use your data to determine whether the mean or the median better summarizes the data.
* A: I think the mean summarizes the data better than the median.
* Q: Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
* A: The standard deviation and variance show that the successful campaigns have more variability than the failed campaigns by quite a large margin.

Works cited:

[Key Crowdfunding Statistics | Startups.com](https://www.startups.com/articles/key-crowdfunding-statistics)