# Module 1 – Conclusions

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Many different analyses can be drawn concluded from the Crowdfunding data set. 76% of the events took place in the United States, of 57% of the US events were successful. Overall, the theater category had the highest numbers of success and fails but theater was 34% of all events. Switzerland had the lowest percent of failed events at 26%.

Some of the easiest comparisons are there were 2 canceled events due to not having any backers; and that 2020 was not a great year for events. Journalism has only offered 4 events, but all of them have been successful. Excluding 2020 (due to Covid) 2012 and 2013 had the fewest number of events (84 and 88); the rest of the years having around 100 events each year.

With covid taking over 2020, the 2 canceled events are mis-leading, as many events were most likely canceled prior to any implementation. Data is also limited ass to what the staff pick, and the spotlight columns actually represent.

Additional graphs could show how similar the categories are throughout the year, similar mix. Graphs to show how the subcategories compared to successful and failed. If they are similar, it may make you think if time is spent better with other categories. Graphs to show which subcategories have the largest pledged donations.

## Bonus Analysis

If I had to choose, I would select the median to summarize the values most effectively. I choose this as there was a wide range of backers on both the successful and failed outcomes. With looking at the successful, there are only 28% of the backer count that is above the mean of 851 backers; for the failed it was 30% after the mean value (586). With the median values being 201 for successful and 115 for the failed, the number of events with less backers out weight the few events with significantly more backers. The majority of the number of events by the bakers, are closer to the median values.