Module 1 Challenge Report

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

* Crowdfunding has a higher success rate in the summer months of June and July.
* The theater (category) has the highest need/want for crowdfunding
* The successful outcomes always have a more than 100 percentage funded

1. What are some limitations of this dataset?

Some limitations of this data set are:

* The currency used isn’t universal so doesn’t give an accurate comparisons of the actual monies targeted and collected
* Some of the campaigns are still live, even if the deadline has passed indicating there is more data to be collected
* Staff pick and spotlight data points don’t explain what they are collecting
* The blurbs don’t clearly depict the purpose of either the crowdfunding or what the group/person is about
* The deadline has a different date from the date the crowdfunding actually ended (as the live crowdfunding deadlines have passed, and the cancelled outcomes would have a different date from the deadling)

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

* A further break down of the genres of sub-categories – eg. What cuisine of food on the food truck, what is the documentary film focused on- war, monarchy, etc., the genre of play and animation, etc.
* Individual graphs per country showing the total or average monies collected per category/subcategory

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

The median summarizes the data better as there is a natural skewing of the data towards how large the goal is. That is, the higher the goal the higher the number of backers there would be.

1. 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 more variability with successful campaigns. This would make sense, as there would be a higher peak in the number of backers as well as a higher minimum number of backers, whereas for failed campaigns the difference between minimum and maximum would be a lot less.