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

1. Success on a crowdfunding platform leans towards the arts. Bands/playwrights should consider this a strong avenue of funding.
2. The summer months have the most successful rate of return for crowdfund requests.
3. While the arts have the highest success rate, food and games get a higher rate of return based on average funding percentage earned for successful pledges. Good ideas seem to be rewarded

What are some limitations of this dataset?

1. The data doesn’t specify where these results came from. I would like to know which websites were more successful for which categories. If this was a recent study, the data is also pre-covid, it would be hard to give strategic advice after social distancing has influenced society.

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

I created another table listing the % of goal earned by category to better explore the outcomes of successful pledges.

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

I would use the median to summarize my data set due to the large variance between all of the results.

Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Both sets have a high variability, but successful campaigns had a 31% standard deviation gap.