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Data Analytics and Visualization

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Module 1 Challenge Written Analysis

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

Conclusion #1 There are more theater campaigns than any other type at about double the amount of the next highest campaign type, film and video

Conclusion #2 Journalism has the least amount of campaigns at only 4. It can be assumed that the low number of campaigns made it easier for them to be successful because journalism is also the only category with a 100% success rate.

Conclusion #3 Names that pledged the smallest amount at 100 or lower, all funded less than 6 dollars.

2. What are some limitations of this dataset?​​

The data set is limited by not including a sub category that identifies what the donors are affiliated with. For example, the name column should have a column next to it with categories such as law office, school, etc. This way we can make additional analysis on which categories are able to pledge more and at what percentage they achieve their goals and are deemed successful. We can also use this information to plan for the next campaigns targeting. Using the information to determine which campaigns would be the most successful for different groups.

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

We could create a bar graph using the percentage of the goal met on the y axis, and each bar representing a different county. This would provide value because campaign managers would be able to reference this later to decide which countries were more successful in meeting pledges when determining which countries to pay extra attention to or to eliminate from the program.

4. Statistical Analysis Justification

I believe the median amount better summarizes the data. The median has less variance between successes and failures than the mean does. This shows that this number is more steady and is less likely to be affected by a new donor. Whereas the mean’s larger shift in between successes and failures show that any donation has the potential to drastically change the data set. There are a few outliers that only pledged 100 dollars, and a few that pledged nearly 200 thousand dollars. The outliers make it difficult to see the true average while the median does not appear to be skewed by the outlying numbers as there is a large amount of pulled data, making sure that no the numbers in the middle of the data set represent more of an average.