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Data Visualization

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Challenge One Answers

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns? Based on the data provided I have concluded the following:

1. Successful campaigns have the most success in July. They have the least success in December, which is highly attributed to potential backers spending for the Christmas holiday.
2. Canceled campaigns are generally low, but lowest in April.
3. Failed campaigns are least likely to happen in September, but most like to happen just the month prior in August. It should be noted that failed campaigns increase from September leading into the December holiday season.

* What are some limitations of this dataset? The data reported in these charts don’t address the reasons for the failed and canceled campaigns. Knowing the reasons for the failures/cancelations could potentially lead to developing methods to decrease both.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide? A pie chart model could benefit this data set to have a more dramatic look at the failed, canceled, live and successful campaigns.
* Use your data to determine whether the mean or the median better summarizes the data. The median is the best way to summarize this data because the max and min have such a wide deviation range. The mean won’t be useful as the average person is not donating such a high dollar amount as indicated by the mean.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not? It is more variability with successful campaigns as indicated by comparing the standard deviation number in the success and failed rows of the report.