Report

Based on the provided data, I have made these three conclusions: the most common type of crowdfunding campaign is in the parent category of theater, the least common type of crowdfunding campaign is in the parent category of journalism, just over half of the crowdfunding campaigns are successful. One of the limitations of this dataset is that is doesn’t mention advertising marketing techniques or amount, which can both have an impact on the success rate. Another limitation would be that is doesn’t include any complications, for example, extreme weather on the day of the campaign could have a negative impact on the campaign.

To use this data more, we could create a pivot table looking at the country and type parent category or sub-category to see if there is a trend with what campaign category a country does. We could also create a table that includes the Dates Created Conversion or Date Ended Conversion to see if there is a common time for the campaigns. All of these tables would allow us to look for trends, seeing what is common and what is not. Knowing if there is a certain campaign that is normal in a country could provide perspective, especially if we also look at the success rate of that campaign filtered for that country.

Last Couple Questions and my Answers

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

In this case, the median would be better. Because the mean and the median are such different numbers, this tells me that the data is very skewed for both the successes and the fails. Because of this, the mean doesn’t represent the data very well, because it is pulled to one side to much.

* 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 in the successful. This doesn’t make sense because there is more data on successful, which means there should be more that are similar to each other. It also means that there is more chances for an outlier, so in that sense it does make sense.