Module Challenge 1

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

Based on the crowdfunding campaigns data that was provided, we are able to analyze that people who are launching new products to generate buzz are being successful and are less likely to fail. The data located in ‘Outcome Date Created’ the data consistently shows 40 projects are deemed successful every month. This trend underlines a pattern of success for parents categorized over time. Parent category causes a significance in the success rate due to the fact people would generalize picking their favorite category for crowdfunding. In Conclusion the crowdfunding was very successful in launching new products with consistent monthly success, in the company of parents categorized playing a major role for the crowdfunding success rate.

What are some limitations of this data set

The limitation of this data set can be the way campaigns are marketing. For example some campaign influence social media to capture people's attention to the project which can contribute to the success rate of campaigns

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

A possible graph we can create to provide additional value would be creating a bar chart to show the monthly success rate. With creating this bar chart we can determine which month has the best outcome to start campaigns.

A brief and compelling justification of whether the mean or median better summarizes the data

The median would be better to summarize the data for the crowdfunding campaign because we can analyze which month is popular in that season to start more projects specifically that month. The mean however is not ideal in this situation because it is less effective for understanding and predicting growth in success rates.