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Crowdfunding Written Analysis

Based off the data provided we can conclude a couple of different theories. When we take a look at pivot table one it helps us see that when it comes to receiving donations the most successful industries are in entertainment. We can see from the first chart provided that the highest success came from Film/Music/Theater picking one of those industries will result in more donations. The second graph gives us a deeper look at the data and although entertainment may be the most successful at surpassing crowdfunding goals you may want to stray away from Mobile Gaming and Science Fiction as these two categories have more fails than successes. On the other hand, leaning towards Plays will find you the most success. One last thing that we can infer from the data is that you will find the most success in the Summer when people have more time for entertainment from May through July you will see that is the peak of success.

A limitation of this data set is that we don't really get a grasp of what these different companies did that led to their success or failure. If we were certain that all companies followed the same procedures or methods that the top 10% of successful companies did.

Another good graph we could use would be a scatter plot graph. Although it may not be as easy to look at it will show us any outliers that could skew our data.

Bonus

I do feel that the mean represents the data more meaningfully because you have a significant amount of people donating more than the median amount for successful and failed categories.

There is more variability between successful campaigns and yes this makes sense because you have very large donations and very small donations but I'm sure all were appreciated. 😊