

Written Report

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

One conclusion is throughout the campaign through theaters (plays, radio, and podcasts), in there seem to be a higher chance of public interaction. Resulting in higher success with a slower rate of failure, but that can be attributed to it being closer in the summer season. Where the probability of people participating as such is also higher. That can be evident in the launch date data which shows significant decline as fall approaches. A second conclusion we can assume is theatrical marketing campaigns such as theater/ film and video are more successful than our other avenues. Meaning we can direct more effort into said industries for future campaigns. A third conclusion we can make is the music industry is another that is worth venturing for future campaigns. Especially within the rock genre.

- What are some limitations of this dataset?

Some limitations of this dataset would be contextual data. Despite us seeing which industries and projects work for certain industrial demographic. We don't know the demographic of people participating in our campaigns. As well as the lack of campaigns set outside the United States.

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

One idea would be a heatmap. Heatmaps can show different variables and correlations that might not show in a standard table. It can assist in showing geographical hotspots which can lead to social demographic data of who and what kind of people participate in our campaigns. For example it can maybe showcase what area in the campaign is successful and from there we can determine the social economic groups that help the campaign. Ergo also giving us more data on the people as well.

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

The mean would be a better summary only because it shows the average of our campaigns.

- Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

It does not make sense only because the variability of “success” along with “unsuccessful” campaigns go hand to hand. There are factors that can affect both iterations because there can always be variable such as the “unknown”. Which is external factors outside of our control.