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Module 1 Challenge Questions

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1. One conclusion that we can draw about crowdfunding campaigns is that the majority of them are successful and able to reach their goal. A second is that, surprisingly, the largest number of campaigns fall under the theater parent category. A third is that within the various sub-categories of film campaigns, the majority of campaigns are for documentaries.
2. This data set has a few limitations. One of those would be the various sizes of the campaigns. Within this data set there are some very large campaigns, and others that are smaller. It is reasonable to assume that the larger campaigns already have some sort of fanbase to draw from, while the smaller ones are just starting out. This could skew the data because those larger campaigns would be more likely to succeed since they already have people they can rely on to donate. Another limitation is the “incomplete” data in the table. There are some gaps in live and canceled campaigns, which could most likely be chalked up to those campaigns either being successful or failing, but I would like to confirm this to make sure that my data set is complete.
3. Another pivot table and graph that we could create would be one to look at how the number of backers affects a campaign. It would be interesting to see if campaigns with more backers always succeed, or if there is more of a mixed result. Another would be if having the staff pick or spotlight tag makes a campaign more likely to succeed than others.
4. Because of the size of the data set and the large variance between the minimum and maximum backers, the mean is a better summary indicator of the data than the median.
5. According to my data, there is more variability in successful campaigns than unsuccessful campaigns. This makes sense to me because of the difference in the amount backers can contribute. If a campaign is getting very large donations, they won’t need as many backers as a campaign that is reaching its goal in smaller increments.