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Data Analysis

Assignment 1

# Crowdfunding

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   * The majority of crowd-funding projects are successful.
   * Crowdfunding projects with goals from $15K to $50K tend to be the most successful.
   * Very few crowdfunding projects result in a product that goes live (at least in the timeframe measured).
2. What are some limitations of this dataset?
   * There is no data for project development timeline so it’s not really clear what the percentage of live projects means. If a project is successful but NOT live, did it fail to develop or are is the project still in development?
   * There is no information about how the project was advertised and to whom. My guess is that this has an impact on fundraising success.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * Goal analysis by category and subcategory. What types of crowdfunding projects tend to be successful?
   * Goal analysis by country. Are some countries better suited towards crowdfunding projects than others?
   * Goal analysis by spotlighting. Does spotlighting a project increase its success?

# Backer Analysis

* Use your data to determine whether the mean or the median better summarizes the data.  
  The median better summarizes the data since it shows how many backers the typical project had. Averages can be skewed by a very large or very small number of backers.
* 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 with successful campaigns (1266 vs. 960). I would say this makes sense because that there is a high degree of variability in goals.