Written Report – CrowdfundingBook

1. Given the provided data, what are **THREE** conclusions that we can draw about crowdfunding campaigns.

After filtering data and examining graphs it is clear that theaters tend to be the most popular for crowd funders, although it has the most successful outcomes it also has the largest dataset with a 54% success rate, compared to technology with the highest success rate of 66%.

Another evident trend is the popularity of plays with a total of 273 campaigns opting for the subcategory, it also had the most successful outcomes but again also the largest dataset with a success rate of 54%.

Lastly, during the month of august crowdfunding campaigns suffer the most out of all other months, with this month having the most canceled campaigns (8) and the least successful campaigns (41). Although the total campaigns this month are not the highest, it is still above the mean number of campaigns ran within a month on average.

1. What are some limitations of this dataset?

The biggest limitation is the currency, it has not all been filtered to a single currency meaning that due to inflations of some currency’s conclusions drawn from this data set could be completely inaccurate. Some extra information could also have been entered, such as the season or weather, location, targeted demographic, and backer demographic. These pieces of information could help us narrow down why some campaigns failed and others succeeded.

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

A graph showing the relationship between the number of days or weeks a campaign was running for and the amount pledged could express a possible trend and highlight the differences between failed and successful campaigns.

BONUS Statistical Analysis

1. Given the data, determine whether the mean or the median better summarizes the data.

Given the values given from Variance and Standard deviation we can safely say that the backers from fundraiser to fundraiser vary greatly as such the median is a better measure of data as it is not as influenced by the skewed data set as the mean is.

1. Determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Considering the values given from Variance and Standard Deviation formulas, the successful crowdfunded campaigns seem to have a lot more variability. I believe that this does make sense, from a world view perspective, things that tend to grow in popularity do so at an exponential rate as more people share with more people. In turn this skews the data set significantly and is evident as the successful campaigns show a trend of having a higher backer count on average.