Module 1 Written Responses

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

Given the provided data, one conclusion we can draw about from the crowdfunding campaign was that categories such as theater, music, and film appeared to be the most popular as well as reflective of the most successful crowdfunding campaigns. We can also see that most campaigns were generally more successful compared to if they were canceled or failed. Lastly, we could also see that in the percent of outcomes pivot table, the higher the goal the more difficult it seems reach the goal as the percent successful and the percent failed lines begin to intersect/inverse.

1. **What are some limitations of this dataset?**

Some limitations of the data set could be comparing the amount of time between the launch date and the deadline date, I would wonder if it were possible that the success of a campaign would also depend on the amount of time available between the two. It would also be helpful to possibly see a timeline of how the campaign would be doing post deadline of the crowdfunding campaign because despite reaching a goal, it does not guarantee the success of a project afterwards.

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

Some other possible tables or graphs that we could create could be examining average donation and backers’ count. It would be interesting to see between campaigns if a small number of backers donated a huge sum of the donation, or simply a project was popular between many people who donated smaller amounts. They could provide us additional information about potentially what kinds of crowdfunding campaigns are popular between different socioeconomic groups.

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

According to the data, it appears that the mean would best summarize the data because there are very high maximums that need to be considered for that the median does not consider, but the means do.

1. **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 the successful campaigns, this would make sense because the range between the maximums and minimums are further apart as well as there is more data available for the number of successful campaigns.