Challenge #1

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Theater, Music, Film and Video drastically outperform are the most popular categories of funding
  + About 1 in 3 projects fail
  + Plays is the highest performing subcategory
  + Projects created in August had higher failure rate
* What are some limitations of this dataset?
  + What reason did project fail/cancel?
  + Where did the funding come from? Is there a link between backers and success?
  + Relationship of date created to date ended
  + Who ended the project?
  + Is there a commonality of where the backers come from?
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Number of backers by country to review patterns of countries with high/low backers in relation to success/failure
  + Number of backers by currency to review currency and trends of funding
  + Number of backers by date created to review if there were patterns worldwide around certain years/months
  + Outcome by goal amount to confirm if there is correlation between asking amount and failure
  + Outcome by country
  + Outcome by staff pick/spotlight. Is there a trend of influence?
  + Number of backers by parent category
  + Number of backers by subcategory

A screenshot of a computer

Description automatically generated

* The median represents the data more accurately because the mode and median are closely related and the variance is drastically high. The median is low compared to the max and mean but is close to the mode which tells us the majority of projects are closer to the lower end of the range.
* The variation is greater in successful projects looking at the variance and standard deviation. The range is larger and the average deviation is larger in successful projects. Failed projects backers are more densely related in the data compared to successful projects. The range is smaller on failed projects as well