

Brian Marowsky

Module 1 Report

The 3 conclusions I have gathered from the data are as follows. The first conclusion is based on the data comparing mean and median from number of backers to output, there are far more successful campaigns vs unsuccessful ones. This can be gathered especially by looking at the Mean which compared to median is much higher. The higher mean = more outliers in the data which in turn means a greater amount of data compared to the same fields compared to failed backers.

The second conclusion is when you look at the goals sheet. You can clearly see the number of successful campaigns remained relatively more successful than failures all the way up until the number of failures outpaced into the Higher end of the goals. This in turn supports the data for the number of successful backers out ways the number of unsuccessful backers.

The third conclusion off the data from the count of outcomes compared to the time of year shows a steady increase as we move towards the summer with a steady drop as we enter into fall/winter. The increase of successful compared to unsuccessful backs up the conclusion that the number of successful campaigns was more than the number of unsuccessful campaigns.

A limitation I had noticed was on the Outcome sorted by Items, The Graph shows a huge spike in all categories for the number of Plays, more than any other category surveyed.

I would make a graph asking what type of plays (Drama, Comedy...) I'd also add a chart by time of the year to see what the most successful months for plays in the year. This would in turn allow the company in the future to target more assets on Plays during a particular time of year vs on other types of media that are less successful at that same time of year.