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Module 1 Challenge

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

ANSWER:

The theater category is not only one of the categories with the highest total amount of campaigns but also with the highest success. However, we can see that it has also the highest failure (*See Pivot\_table\_1).*

We can conclude that in the parent category, journalism, even though it has only 4 projects, they all were successful without any canceled, failed or live pending. On the other hand, we can see that in the Sub-category table audio and world music were a success without failed, life or canceled projects (*See Pivot\_table\_2).*

Also, we can conclude by seeing *Pivot\_table\_3,* July was one of the best months for the campaign’s success.

1. What are some limitations of this dataset?

ANSWER:

Even though we were provided data for about 10 years, most of the data comes from the theater/plays campaigns. I would doubt that in the 10 years period only 4 audio campaigns and 3 world music campaigns were successful, we might be lacking data from some of the categories.

I would also mark that the currency from this database is diverse because of the different countries we retrieved the data from. It would be a better approach to change the currency to USD, or depending the currency used by the analyst/company, for a better understanding of the expenses and donations.

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

ANSWER:

We could create a column graph, line graph or bar graph to visualize the information. The graphs would provide a better understanding for each campaigns over the years, to analyze what campaigns were successful and which ones were not. Other graphs might demonstrate a better understanding of the success by country, right now in this assignment we are able to filter and find the desire information, for example by country, if we look into them one by one, to know which countries even had a better year.

Graphs are a great source and help to illustrate or visualize the information that was given to the analyst, it would be helpful to share more information in a broad and clean way to the stakeholders.

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

ANSWER:

In this challenge we found the mean and median for both the successful and failed outcomes of the database. By looking at the information gathered, I would determine the median is a better way to summarize the data, since the mean is not as hole as the median on both successful and failed outcomes.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

ANSWER:

There is more variability with successful campaigns. I am not a professional about data yet or the understanding of statistics. However, in my opinion, it would make sense the highest variability is from successful campaigns since most of the categories and sub categories wad the highest percentage when compared to the failed campaigns percentage.