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Crowdfunding Data Analysis Module 1

* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  1. Plays are the most crowdfunded campaign and are the most successful.
  2. Music/Film and Theater were the most popular categories when it came to overall crowd funding even if funding failed.
  3. Journalism had the fewest crowd funded campaigns but had the highest success rate.
* **What are some limitations of this dataset?**
  1. You can’t conclude just from looking at the data as to why some crowd funding categories were successful and why some weren’t beyond a dollar metric.
  2. The data set only covers the past 10 years of crowd funding. Crowd funding could have possibly changed in terms of what is funded more or what is more popular in society at the time.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  1. I would be interested in seeing a line graph the depicts total crowd funding over the years. This would show if crowd funding has increased or decreased over this time span.
  2. I would be interested in bar graph showing the success rates of crowd funding campaigns by country. This would show where crowdfunding is more successful geolocation wise or at least allow you to maybe come to some conclusions on why these countries have more successful crowdfunding campaigns.
* Use your data to determine whether the mean or the median better summarizes the data.
  1. I think the mean is better for summarizing the data because it allows you to see the overall average of #sucessful backers. This basically shows you how these campaigns were successful do to the sheer number of backers on average when compared to unsuccessful campaigns.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

1. I would say there is more variability when it comes to successful campaigns. The standard deviation for successful campaigns is much higher meaning deviations is further away from the mean(average). To me this make sense because successful campaigns have a large variety of goals that needed to be met. Whereas failing a campaign is much more common and easier to do.