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Data Analytics Module 1 Challenge

9/20/2023

**Question 1**

The distribution of the crowdfunding outcomes shows a peak during the summer months of June through July. A possible contributor to the increase in the number of successes may be due to more people becoming available in the summer, rather than the remainder of the year or even school calendar months.

There is also a direct correlation to the number of successes and failures, as well as cancellations throughout all the projects. The data showcases, a dependent relationship between the distributions of successes, failures, and canceled projects

The probability of successful crowdfunding projects is higher than any of the other distributions with the frequency of successful crowdfunding projects, not going below 40 during a given month. Successful crowdfunding projects make up roughly 57% of the given data set. While failures make up nearly 37% while cancellations make up only 5.8% of the frequencies shown.

**Question 2**

While this dataset does showcase the rate of success, failures, and cancellations of crowdfunding projects, there are limitations. This distribution does not showcase the location of these crowdfunding projects. In the original data said there is a listing of countries that house the various crowdfunding projects.

**Question 3**

Having a graph that showcased the breakdown of successful, failed, and canceled crowdfunding projects varied by country would give further insight to how target audiences respond to various projects.

The method in which pledgers may have been asked could also have played a factor in reaching the desired goal for each crowdfunding project. Stating how the advertisement method, or how the pledgers first heard about the project may help influence further projects to focus on the method that yields the most return. Understanding this may help optimize resources for project vendors for future endeavors.