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Crowdfunding Module 1

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

1. The successful campaigns involve the main category of theater and sub-category of plays, but it is the most canceled comparing it to the rest of the data. It is also the most failed. The 2nd most successful are film and video, which come very close to having the same grand total and successful campaigns. Music has the more failed campaigns compared to the film and video category. Journalism has a grand total of 4 successful campaigns, but there is no variability. There were more successes in the month of July.

What are some limitations of this dataset?

1. Other graphs are needed to be created to equally assess the data. Some of the campaigns have very little data points, for example, the journalism category with only 4 data points. Comparing the journalism category does not make sense because it has a 100% rate of success since the 4 campaigns were successes.

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

1. Possible tables/graphs could include the dates the campaigns started and how long it lasted. It could have possibly shown that campaigns that went on with a long term dates had more success or vice versa, less success. A graph visually showing the amount of average donations could be helpful as well to see which categories get the most/less donations.

**Statistical Analysis**

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

1. The mean better summarizes the sets of data because it takes into account all data points, and the data seems to be spread out from the minimum to the maximum data point. There is also a total of 566 data points on the successful set of data.

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

1. There is more variability with successful campaigns. This does make sense because there was a total of more successful campaigns than failed campaigns. The standard deviation is larger, so the more variability there is to the mean.