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Module 1

* *Given the data provided, what are three conclusions that we can draw about crowdfunding campaigns?* Theater campaigns had higher engagement in both successful and failed campaigns. Film/video and music ranked 2nd and 3rd in engagement, forming a top tier. Crowd funding campaigns peaked in volume from May through July, showing similar patterns for successful, failed, and canceled campaigns. Most of the campaign volume originates from the United States. When these findings are compared to the question posed in the background of the study, it indicates that focusing resources on theater, film, and music areas where crowdfunding may be beneficial if the goal is to generate as much money as possible. The next tier includes tech and publishing, followed by food, games, and photography. Journalism campaigns, although having a 100% success rate, only generated approximately $36k in proceeds, whereas theater raised over $15 million and music and film each raised over $7 million.
* \*What are some limitations of this dataset? We deal with multiple countries and currencies; to appropriately compare, we would need historical currency conversion. We compare campaigns over a decade, with significantly more data from the US than other countries. Campaign goals differ, so success criteria and revenue volume vary. Reducing the review to just the USA data would be more appropriate.
* *What are some other possible tables and/or graphs that we could create, and what additional value would they provide?* - Create a pivot table with the number of Backers by country and filter by parent category. It indicates that the number of backers is highest in the US, aligning with the finding in question 1 that theater, film, and music have the highest levels of engagement.
* *Use your data to determine whether the mean or the median better summarizes the data.* – The median is less affected by outliers and provides a more accurate representation of central tendency.
* *Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?* – There is more variability in the successful campaigns which can be attributed to the higher volumes of backers (contributors) and variable goal sizes compared to the failed campaigns.