Module 1 Challenge

“Excel”

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

The first conclusion that can be drawn is the popularity of theater. Many tests and campaigns were run to raise money for plays. The second conclusion is that not only were there many tests run for theater but it was widely supported judging by the amount of backers there were and the success rate.

* What are some limitations of this dataset?

Some of the limitations seen are age/gender specific. For example, under the category music the most popular genre was rock while one of the lesser popular genres being metal. I would personally believe that metal is heard by a younger demographic that is also predominately male and rock is a bit more neutral in a middle-aged demographic, however I have no way of knowing considering the constraints of tis data.

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

We could use a histogram to show the frequency in which the successes/failures occur in each of these crowdfunding campaigns.

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

With the amount of data pulled and considering there are no extreme outliers I feel like the mean better summarizes the data.

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

It looks like there is more variability with the failed campaigns because the majority of the failed campaigns all have multiple subcategories, whereas the campaigns that are niched down to very specific fields seemed to do a bit better.