Report for module 1:

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

1. Campaigns in the summer (June and July) seem to be more successful than any other month.
2. The month of August had a spike in unsuccessful and cancelled campaigns so that might not be the best month to start a campaign.
3. End of the year/holiday season does not seem to be a great time to do a campaign either since successful campaigns decreased and failed/canceled increased

What are some limitations of this dataset?

One of the biggest limitations is this data only includes online campaigns. Many organizations do in-person events and those are not accounted for in this dataset. Also, another limitation could be the external factors that contribute for less disposable income for people who would typically donate. It possible that the economy could have tanked in which could lead to an increase of failed/cancelled campaigns.

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

One table/graph I would like to see is the success rate of a campaign being a staff pick or the success if it was spotlighted. It could tell a picture of if the staff pick, and spotlight played a role in the success of the campaign. Also, I would like to see a table or graph of the success rate based on how long the fundraising lasted. This could tell us if the amount of time played a role in success or failure of a campaign.

Statistical Analysis Bonus

I think the median is a better a better indicator of the data because there is a huge variance and standard deviation between both which could inflate the mean and tell a different story. Successful campaign had more variability because there is less of a ceiling with those campaigns. People want to support things they think will successful so there is a bigger potential for more backers.