1.

According to the pivot table and graph of category and states of the crowdfunding campaigns, there were certain categories that outstanded compared to the others. One thing to notice was that each category’s counts of success and failed states varied between countries. Therefore, one should consider what category of crowdfunding was successful in the country of launching, before starting the campaign.

The pivot table of sub-category and the counts of states of the crowdfunding provides an insight of which sub-category was successful. It was clear to see that plays, rock, documentary, and hardware were the subcategories that outstanded. However, when the table and graph were filtered by countries and categories, the results varied. For example, while plays showed highest counts of sccuss in Canada and US, in Austria, plays showed 0 success. Also, it was noticeable that Austria had no launching of crowdfunding with plays as sub-category. From this data, a certain trend was identified, which was that certain sub-categories showed a high ratio of success in certain countries. The trend could be used as a reference when launching a crowdfunding that has a sub-category that is new to the specific country.

The pivot table and graphs of counts of states during a certain time period provided an intuitive understanding of trends that appeared over time. Also, it was possible to filter by years and see which months showed highest counts of success and failed states. Therefore, this data can be used as a reference to estimate the duration of the crowdfunding.

2.

There were many countries that didn’t have crowdfunding with certain categories and sub-categories. Therefore, the counts of success, failed, and canceled states that appear on the pivot table and graphs of date conversion does not represent the counts of success of the entire countries listed in the dataset.

For the pivot table and graph of date conversion, it was hard to identify certain trends when the data was filtered by year. If the goal was to identify certain months that showed high counts of success, it would be easier if the value was in ratio of success over failed and canceled combined, and use the bar graph.

3.

If a box plot could be created, it would be easier to identify the outlier and analyze the reason to take it as a reference,

The table of average duration of crowdfunding and counts of states would provide a helpful indication of how long the crowdfunding should be.

For the line graph of the pivot table of date conversion, it was hard to identify a trend since there were too many lines. If the goal was to identify the month with the highest count of success, the bar graph would be easier to visualize a certain trend, if the value was the ratio of success over failed and canceled combined.

Bonus

1.

Mean and median of successful and unsuccessful campaigns are meaningful for summarizing the data, because it effectively illustrates that successful campaigns had more backers in average and had a higher median of the number of backers.

2.

I think that successful campaigns have more variability, because they had greater value of standard deviation compared to the unsuccessful campaigns.