Elsa Figueroa Crowdfunding Campaign Analysis Written Report

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Theatre is the most popular category
    - Plays are the most popular sub-category within the theatre category
  + Journalism is the least popular but only category with 100% success rate
  + Radio and podcast campaigns have a 50/50 chance of success and failure
  + Campaigns launched in July are most likely to succeed
  + Campaigns launched in August are most likely to be canceled or fail
* What are some limitations of this dataset?
  + Insufficient sample size
  + Single source for data
  + Age of data (some over a decade old)
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Length of campaign vs outcome would give us an idea how long campaigns take to succeed
  + Percentage raised vs outcome could give an idea of threshold required to surpass to increase chances of success
  + Pledged amount vs category can suggest the most and least

Bonus Statistical Analysis

* Use your data to determine whether the mean or the median better summarizes the data. –
  + The mean (851.15/585.62) better summarizes the data when you consider the max (7,295/6,080) and min (16/0) ranges of the data. The median (201/114.5) is much closer to the minimum, skewing 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?
  + There is more variability with successful campaigns it does make sense because though a campaign reaches its goal, it could be attained by a wide range of donation amounts, which in turn will vary the number of donations needed to reach the goal.