**Assignment 1: Crowdfunding Excel**

Without running a statistical significance test we will want to be careful about the conclusions we draw from the data. However, just by looking over the visualizations created we will be able to draw some conclusions without speaking on significance. Based on the data provided, we can conclude that crowdfunding campaigns are more likely to be successful than a failure in reaching the goal set. We can conclude that the most frequent type of event utilized for crowdfunding is theater events. Finally, we can conclude that campaigns are most frequently started in July. Based on these conclusions, we can pitch to our larger team what kind of event we may hold and when to initiate the event in order to have a successful campaign.

Some of the limitations to the data presented include a lack of information on the goal number of donors. This information would be useful in determining if the turnout to the event was a success. Additionally, the data does not currently include how long the event was open. This is something that we could extrapolate based on the Date Created Conversion and End Date Conversion variables. This information would be valuable to a campaigner in determining if event duration has a benefit to the outcome.

We could continue to analyze the data beyond the tables already crafted. We could potentially create a line chart of the average donation to a campaign based on the count of donors and include a line of best fit. This chart would be helpful in determining if there is a trend in the amount donated per person based on the size of the donor pool. This can help inform the campaigner on designing the event (i.e. fewer donors with a higher monetary ask vs fewer donors with a smaller ask).

I would recommend using the median to summarize the data because the backer count for both the successful and unsuccessful outcomes is not normal. Due to the outliers, the mean will be skewed and will not be as representative of the “middle” of the data as the median will be. Based on the data, we can determine that there is more variance in successful campaigns than in unsuccessful campaigns. This makes sense when you look at the measures of central tendencies. In failed campaigns, there was a higher likelihood that there were fewer backers leading to the goal not being met. In successful campaigns, there was a larger range in the backer count.