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Module 1 Challenge

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

1. Most projects (57%) had successful outcomes, so people looking to crowdfund a project are more likely to succeed than not.
2. Projects with goals that are greater than or equal to $50000 are less successful than projects with lower goals.
3. Projects that finish before 50 days are more successful than projects that end 50 days or more after their creation date.

**What are some limitations of this dataset?**

1. There is limited data across several aspects of the dataset, such as only including 2 data point for 2020 and only 4 data points for Journalism which limits their usefulness.
2. There is no information regarding the experience of the project creators such as how many campaigns they have previously created or if they are hired professionals which means we cannot look at how the experience of the creator might impact the success of the project.

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

1. We could create some tables and/or graphs that show the relationship between the outcome for a project and whether it was a spotlight/staff pick project which could allow us to determine if there is a benefit to a project being a spotlight/staff pick project.
2. We could create a new calculated field called “Duration” that displays the number of days between the project creation date and end dates and then use that field to create a graph that shows how outcomes vary based on project duration.

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

* The Median is better for summarizing this data because the data is highly skewed right and therefore the Median does a better job at describing the center of the data than the mean.

**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 for the Successful campaigns, as you can see when you look at the Variance and Standard Deviation for both Successful and Unsuccessful campaigns. It makes sense that there would be less variance in the number of backers contribution to failed campaigns because not having enough people back the campaign is related to the ultimate failure to reach the goal. This means that a larger portion of the data will consistently be in the lower range of the data for failed campaigns.