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Module 1

10/20/2024

* Create a report in Microsoft Word, and answer the following questions:
  + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
    - After looking at the “Pivot-Parent” chart, the theater category had the most overall success. Followed by music, and then film & video.
    - Proportionally, Journalism had the highest success rate because it was funded 100% of the time.
    - In the middle of the year, there is an inverse correlation between the successful, and failed campaign. This only occurred in the summer months according to the line chart. The amount of canceled campaigns stayed relatively the same throughout the year, regardless of the month.
    - The “outcomes based on the goal” line chart suggests that a goal that isn’t too ambitious or conservative would yield a better success to failure rate.
  + What are some limitations of this dataset?
    - Based on currency, we can conclude that projects were mainly US based, which could’ve led to bias, skewing the data.
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
    - While I discovered a trend in the “outcomes based on the goal” line chart, I don’t know what is causing the trend. Combining that chart with another variable could reveal the reason behind the trend.
* Use your data to determine whether the mean or the median better summarizes the data.
  + I concluded that the median summarizes the data better than the mean, because the data is heavily skewed towards the maximum.

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + While both categories have a similar average donation and relatively the same variability, failed campaigns tend to have fewer backers on average.

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| **Row Labels** | **Average of backers\_count** | **Average of Average Donation** |
| canceled | 435 | $ 70 |
| failed | 586 | $ 64 |
| live | 584 | $ 71 |
| successful | 851 | $ 69 |
| **Grand Total** | **727** | **$ 68** |



