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WUSTL Data Analytics BootCamp

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

There are many conclusions that can be drawn about the data from the crowdfunding campaigns. First, the theater parent category is the most common crowdfunding campaigns with 344. Second, the majority of crowdfunding campaigns are successful with 565 successful campaigns out of 1000. Third, September is the month where the least number of crowdfunding campaigns were created.

2. What are some limitations of this dataset?

One limitation of this dataset is that it doesn’t take into account the size of the goal of each campaign relative to other campaigns. Additionally, it doesn’t take into account the economic status during the campaign which may have affected the pledged amounts.

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

An additional graph that we could created would be a pie graph of campaign status by parent category and sub-category. This would give us the visualization of what percentage each parent category and sub-category make up of the entire crowdfunding campaigns. Another option would be to make a pie graph of the percentage of crowdfunding campaigns per country. This would be helpful to visualize where the most crowdfunded campaigns originated from.

Statistical Analysis

* In this case it would be best to use the median to summarize the data. This is because of the outliers in the data. For example, in the unsuccessful campaigns there is a campaign that had zero backers. As a result, this lowers the overall mean of the data. This is just one example of an outlier that effects the mean of the data.