Heather Bowman

Crowdfunding Analysis

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

* Theater, specifically plays, have the most successfully funded campaigns.
* October showed the most successful campaigns in the Theater category.
* The most successful goal ranges include: 15000 to 24999 and 30000 to 34999.

What are some limitations of this dataset?

* This data doesn’t show extraneous features such as market behavior, demand, or social media campaigns, that could affect interest from investors and overall performance.
* The data isn’t broken down small enough to research quarterly behavior.
* We didn’t compare goal ranges to category outcomes.

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

* Charts and graphs of data could be broken down further by quarter to determine possible causes of observed trends.
* Create a graph or chart comparing goal ranges to category outcomes that can be sorted by category to see where theatre campaigns fall.
* Create charts or graphs to compare year to outcome that can be sorted by category so we can examine yearly trends.

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| **Rationale for Mean vs Median** |
| I would suggest using the median to represent this data. In both instances, successful and failed, the mean is greater than the median, which suggests the data is right skewed and probably contains outlier(s). When outliers are present the median is the preferred measure of central tendency as it is less effected by extreme data. I also created box plots for each data set and noticed the presence of outliers in each situation. This confirms that median is the best measure to represent this data. |
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