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Module 1 Challenge

Crowdfunding Campaigns-Questions

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. Performance type categories consistently had the most successful campaigns.
  2. That across all categories there were some companies that had failed campaigns. That in all categories there is a variety of campaigns in each outcome.
  3. We cannot tell much about the relationship of time (month of the year) and the outcome of the campaign.
* What are some limitations of this dataset?
  1. Because of the amount of and generalization of the dataset, it is hard to come to any definitive conclusion.
  2. We don’t know the qualifications of what makes a campaign live, successful, canceled, or failed. Similar for category & sub categories.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide.
  1. I think a graph(s) we could have done is comparing the campaigns in just one category to each other. Versus comparing all the categories together.
* Use your data to determine whether the mean or the median better summarizes the data.

I believe mean better summarizes the data better. The median doesn’t tell us anything definitive about the data. What does the middle number of backers mean? The median doesn’t tell us about outliers, and what they 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 with successful campaigns. There is almost double the number successful campaigns (200 more) which adds the variability. With that there comes into the difference of company categories how/where these backers come from.