Bootcamp Module 1 Report

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

1. **We can conclude from this data that theater crowdfunding campaigns in all countries have both succeeded the most with their funding goals and failed the most out of any other category.**
2. **World music has the least number of successful funding campaigns out of every other sub-category and plays have had the greatest number of successful campaigns.**
3. **Between May and July of 2018, successful campaigns for all categories drastically increased, followed by a rapid decrease in successful campaigns between July and August. From 2010 to 2020, the most successful campaigns were crowdfunded in July and** **the most campaigns who failed to meet their goals were crowdfunded in January.**

Question 2: What are some limitations of this dataset?

1. **This dataset only covers 10 years of crowdfunding data between the years of 2010 and 2020, so it may be difficult to draw conclusions about how successful or unsuccessful campaigns from the present (2023) will be without more information.**
2. **This data only includes crowdfunding campaigns from 7 countries and may not be inclusive of the whole population of crowdfunds across the world during these years. Conclusions will be difficult to make about campaigns outside of the 7 countries in the sample.**
3. **This data does not include reasoning as to why certain campaigns succeeded or failed in their funding goal. Without this information, our conclusions can’t uncover what went wrong with campaigns that failed as well as what went right with campaigns that succeeded. We can only use the data we have to conclude a timeframe and category / sub-category for when it will be best to start a crowdfunding campaign.**

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

1. **Does the length in which the campaign lasted impact pledged amount?**
   1. **We can use formulas and functions within Excel to find the length of time (in days) between the campaign launch date and each campaign’s deadline. Pairing this information with the pledged amount of each campaign in a pivot table, we can find out the relationship between campaign length and pledge amount. Do longer-lasting campaigns generate more funding than shorter campaigns?**
2. **Does the country of a campaign impact the number of backers?**
   1. **We can create a pivot table using country as the row and the sum of backers as the values. This will help us find out if certain countries have more backers than others. Conclusions made from this pivot table will allow us to figure out the best location for where a potential crowdfund could be started to yield the greatest number of backers, and potentially the greatest amount of money pledged.**

Statistical Analysis

Question 1: Use your data to determine whether the mean or the median better summarizes the data.

**Using the median better summarizes the data because the distributions for both successful and unsuccessful number of backers is right skewed. If the data was normally distributed, then the mean, median, and mode would be the same number and would all be useful in summarizing the data.**

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 within successful campaigns as the variance for successful campaigns is greater than that of unsuccessful campaigns. This does make sense considering we have more records of successful campaigns than unsuccessful campaigns, with a wider range between the minimum and maximum values as well as more campaigns that have their number of backers farther away from the mean.**