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Module 1 Challenge

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

a. The most popular and successful parent category was theater, followed by film and video, then music.

b. June and July have a higher success rate, and August and September have the lowest failure rate.

c. Those who were not successful in meeting pledged goals had a lower success rate, canceled outcomes contributed to the percentage of failures.

2. What are some limitations of this dataset?

a. The pledged amount is in total, backers pledged amounts may have a varied range in donations.

b. The total pledged amount does not clarify if it is all the same currency, or the currency exchange rates have been converted to a single rate.

c. Sub-categories do not break down to a micro level and are still broad in types of categories.

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

a. A bar and line graph on the outcome that is compared to the percent funded relating to success and failure correlation to funding.

b. Country and category table would show potential variance of successful types of campaign types which may impact the failure or success of different categories by location.

4. Use your data to determine whether the mean or the median better summarizes the data.

The median better summarizes the data as it has a skewed distribution of values, the mean would give an average of the total and would result in a number that may not appear in range.

5. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Successful campaigns have a higher variance than unsuccessful campaigns, they also have different minimum and maximum values that can cause the distribution to be spread apart.