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Crowdfunding report

1. The most successful crowd funding campaign was plays (theater) with 187 successes but also has the most failed campaigns of 132. However, we can conclude that theaters success rate is 54% as compared to their fail rate of 46%. Theater did have some cancelations but this only 6% of their total campaigns. We also see that film and video campaigns have a 57% success rate and only 6% cancelation rate.
2. Some limitations to this dataset is not knowing the locations of the campaigns because there could be some correlation with cancelation and failed campaigns with location. The location where some of these campaigns were held possibly failed or were canceled because the population where they were held was small. Another limitation is the reason behind cancelations because there could be any number of reasons behind cancelations but without this data we cannot make a safe conclusion on why some campaigns were canceled.
3. I think a graph that differentiates between the different currencies because the goal and pledged columns are based on the country’s currency. We need to first convert all the currencies to one currency such as USD and then create a new graph that shows percent funded and outcome.

Statistical Analysis

The Median will better summarize the data for both successful and failed campaigns because the data has a positive skew. We know this because the mean is greater than the median. Therefore, the median will better summarize this data because it is less susceptible to outliers**.**

Looking at the data I can conclude that there is more variability with successful campaigns than failed campaigns. There is a higher variability with successful campaigns than with failed campaigns because the data points are more spread out which means the values are less consistent making it harder to make predictions.