07/02/2023

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**Crowdfunding Q&A**

1. 3 Conclusions
   1. This pool of crowdfunders appear to value entertainment (film&video, music & theater) the most.
   2. Of the entertainment sub-categories, plays had the most successful and failed campaigns.
   3. June and July are the best times to fundraise.
2. Limitations of this data set
   1. Too broad, can make better conclusions with more specific pools.
   2. For example, can’t tell how the Crowdfunder’s demographics reflect which categories they value most—can only tell which ones they value the most.
   3. Can’t tell how the data was collected.
3. Possible tables and/graphs + their values
   1. Table with names of crowdfunders, how much they pledged, how successful the campaign was— we could find out what they value and how much they value it.
4. Mean or Median?
   1. Without looking at a chart and only from the table, I would say the mean better encompasses the range of values. If you were to only look at the median, you might assume the donations were much less than what they are.
5. Variability
   1. There is more variability with successful campaigns. I think it makes sense because there are more values and the difference between the values are greater.