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Module 1 Challenge: Crowd Funding Book

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**Written Report**

1. Given the provided data, what are 3 conclusions that we can draw about crowd funding campaigns?
   1. 100% of funding or less is often times not enough to make an outcome successful. In many cases there were multiple failed camping’s that had enough funded but still seemed to fail. We see that compared to many of the successful campaigns, they were over funded in many cases and often those who were over funded had a higher range of backers. This allows us to conclude that having various backers can no only improve funding but in turn improve the success rate.
   2. We can see that in September of all years included in the data, this is the month with the lowest amount of campaigns however, in this month the success rate still exceeds both the failed and the canceled rates. We can conclude that the very beginning of the year and end of they year are where success rates preform the best however mid year, like September, we see a decrease in total camping which causes a decrease in success rates.
   3. We can see that sub categories audio and world music are outliers in the data since they only have successful outcomes. Additionally, they were all launched in the US, which could help us conclude that music and journalism are highly valued in this US compared to the other countries that did not have an campaigns in these categories.
2. Where are some limitations of this dataset?

One of the largest limitations of the data set is the currency since the value of currency varies by country as well as level of inflations. These aspects can impact the amount pledged and the level of success rate that a campaign can have. My adding this to the data we could have a more wholistic perspective of the true level of impact the backers had with the amount they pledged and in turn the success rate.

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

An additional table that would be helpful would be to compare by country and currency, this would give us a global perspective of the outcomes. By adding the global perspective we can more accurately conclude interest by region and how those preferences could in turn be affecting success rates of the campaigns.

**Statistical Analysis**

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

Both successful and unsuccessful are very similar however, overall we see that there is a slightly larger variability in successful outcomes versus failed. This correlates with the rest of the data since we see in the goal outcomes sheet, that for many goal ranges the failed campaigns did not have any data. Furthermore, the launch date sheet confirms that overall there were more successful outcomes than any other outcomes, and with a larger amount of data we can conclude that there will be a larger variety as well.