Module 1 Challenge

1. Analyzing the pivot charts, we can conclude that most events were successful in meeting or exceeding their goals. The chart also tells us that the month of July has the most successful funding outcomes. As per the chart line we can clearly see that the line is well above the failed and canceled chart lines.
   1. Thanks to the pivot chart we can also figure out which event was able to outperform the other. In this case “plays” greatly outperformed the other activities in reaching or surpassing the goals. However, the activity “plays” was also the activity that had the most failed events.
   2. In addition, the pivot chart can also let us filter the data by country, parent category, and sub-category. This feature can allow us to know the level of performance of different activities depending of the geographical area.
2. A limitation that the graph has is that it does not tell us why a certain event was successful because of a failure, it simply tells us the outcome. If we wanted to know why a certain outcome was a failure of success we would need additional data, perhaps sentiment of the people that did or did not donate to the event.
3. An additional chart that we could generate would be the geographical location of the event. Perhaps the location along with the activity can have an impact of whether a certain event could be a success or failure.
4. For the case of successful events the median better represents the data set. There are some sets of data that greatly drive the average(mean) higher but for the most part the data stays closer to the mean. Those data sets could potentially be outliers. The same is true for the failed events. There are a few data sets that greatly increase the mean, but for the most part the rest of the data points stay closer to the median.
5. There is more variability in the successful data set because the backers count is higher, driving more distance away from the mean. In contrast with the failed data set the data stay closer to the mean henceforth making the standard deviation less.