Module 1 Q’s

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

The most popular and successful campaign in all countries was theater, emphasizing that the random sample size mainly consisted of people from the US.

The theater category also seems to be the highest count in each outcome category, which means that the people that were used in the sample were people whose environments were highly influenced by the thespian community.

It seems that time had no major influencer on the success/failure of the campaigns as one might naturally think that having a longer allotted time to gather pledges would lead to more success, but that isn’t 100% proven with the data results.

2. What are some limitations of this dataset?

The different type of parameters/lack of parameters set within the data provided. For example, the inconsistent allotted campaign length and how more time can affect the success/failure rate.

Sample size can always pose some sort of limitation, whether it is for specific categories. With this specific pivot charts we made, the total of each analysis we created all have a relatively small sample size for the type of data we are collecting. I say that because we are collecting data not just from one large group, aka country, but a handful of countries.

Inconsistency in the data we have, such as the currency. I noticed the currency isn’t filtered to be unified to one currency, which I think can create different interpretations of the success, failure of a campaign even if the data states otherwise. Really depends on the interpreter when it comes to data and how it is perceived.

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

A pie chart can provide a better visual comprehensive display of specific data values you want to compare. For example, if you created a pie chart of success, failure, live outcomes within each country.

A scatter plot could also show the outliers in a different scope within the specific parameters you are looking for. A box and whisker plot can provide a more statistical analysis of the data.