Module 1 Challenge Report

Crowdfunding Analysis by Sheila LaRoue

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Successful campaigns have a greater number of backers when compared to failed campaigns.
  + The countries listed have a comparatively large number of campaigns for plays when compared with the remaining categories listed.
  + The goal ranges of $15,000 to $19,999, $20,000 to $24,999, and $30,000 to $34,999, without taking the currency exchange rate into account, are 100% successful.
* What are some limitations of this dataset?
  + Currency values are not adjusted to a standard unit of measure.
  + The wide range of goals required to fund campaigns.
  + The wide range of average donation amounts per backer.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Converting currency values by years to make the dollar donation amounts more comparable by using a consistent unit of measure across all campaigns.
  + Per unit donation graphs and tables would provide a consistent view into the backers’ tendencies to support specific campaign types.
  + Comparing the period for which a campaign ran. A campaign period could be a measure of the need to revisit progressing with future campaigns to avoid campaign failure.
* A brief and compelling justification of whether the mean or median better summarizes the data
  + The mean is influenced by data that is not symmetrical due to the larger number of projects which have a lower goal dollar amount and the large number of projects with a disproportionately high goal dollar amount. The median does a better job of identifying a typical expectation of the middle value of this data set.