# Challenge 1 Questions

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   * While journalism accounts for the least number of crowdfunding campaigns, it is the most successful
   * Plays are the most popular crowdfunding campaigns in all participating countries
   * Summer (June/July) is the optimal time for a crowdfunding campaign, with September being the least optimal time
2. What are some limitations of this dataset?
   * Doesn’t account for factors such as the history/prestige of the companies running the crowdfunding campaigns that may have contributed to them being successful
   * Doesn’t account for how many campaign attempts it took companies to be successful. Were revisions made to result in a successful campaign?
   * Doesn’t account for political/economical factors
   * Doesn’t factor in marketing/promotion done by campaign organizers
   * When was the concept of crowdfunding introduced in each country? If recently introduced, would it affect the number of successful/failed campaigns?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * Analyzing campaign length and its impact on the crowdfunding success rate
     + Bar graph illustrating outcome (x-axis) & campaign length (y-axis)
   * Analyzing if receiving a “spotlight” impacted crowdfunding success rate
     + Clustered column bar graph comparing campaign outcomes with spotlight
     + A pivot table would also be a convenient way to quickly display this analysis
4. Use your data to determine whether the mean or the median better summarizes the data.

* Since the dataset for both successful and failed backers is skewed and not normally distributed, median would be the better indicator of central tendency.
* The number of outliers present would make mean a poor indicator of central tendency for this data set.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   * Variance of successful campaigns: 1,603,373.73
   * Variance of failed campaigns: 921,574.68
   * Based on the data, there is more variance with successful campaigns.
   * Given there are far more successful campaigns over failed campaigns and the variety in sub-categories this makes sense. Each different category (arts, tech. etc.) may have different qualities to determine a successful campaign.