Module 1 Homework

Ralf Welvers

Three conclusions:

1. Crowdfunding tends to be more successful during the summer months; in particular, during June and July.
2. Entertainment based (theater, film & video, music) crowdfunding tends to attract the most interest.
3. Plays are attracting the most interest.

Limitations:

* Data does not indicate why an outcome was failed or cancelled.
* There is no demographic or geographic data. Need more detail on who the backers are.
* Need to understand better the data in the “blurb” field. Very vague.
* How were the goals set?
* What is really the difference between “live” and “successful?”
* What is the ultimate objective of the analysis?

Other possible tables and/or graphs:

* I would recommend looking at a time series chart. Would be valuable to know how things are trending over time. Is funding shifting from one category to another? Is something growing? What is declining?

Campaign backers:

* Due to the higher variance and the fact that the median is significantly lower than the mean, in both cases the median better summarizes the data.
* There is more variability with successful than failed campaigns. This could actually make sense. Depending on the demographics involved, a diverse population would most likely have different interests and different socio-economic backgrounds.