Module One Challenge Part One

Crowdfunding Analysis

1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
   1. Based on the data provided it shows that there are more successful crowdfunding projects than there are failed ones.
   2. There is a trend of successful crowdfunding projects are highly dependent on how many pledged as well as the popularity of the project itself.
   3. Compared to other projects, those that are business related are more successful.
2. **What are some limitations of this data set.**

Not being able to have data on how much wealth is backed behind each project can affect how successful a project will be after its launched date. We don’t know if those that have pledged towards a project have the wealth or funds to maintain its success after its initial goal.

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

I believe a bar graph would be beneficial to visualize the Percent Funded to show the success rate of a campaign. Based on the data it shows that some campaigns have gone above their pledged while some have had zero pledges at all. Since we have data on what countries these projects take place, a pivot table that shows the relationship of the parent category to country would also allow analysis of geographic location and its success rate compared to other countries.

Module One Challenge Part Two

Statistical Analysis

1. **Use your data to determine whether the mean or the median better summarizes the data.**

I believe that the mean does a better job of determining the success and failure rates of the campaigns because the median is considered low for how high the maximums are for both successful and failed campaigns.

1. **Use your data to determine if there is more variability with the successful or unsuccessful campaigns. Does this make sense? Why or why not?**

I see more variability with the successful campaigns than the failed ones mainly because there are more successful campaigns. This makes sense to me because the maximum is much higher than the minimum.