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UCI Data Analytics Boot Camp

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Module 1 Challenge: Excel Crowdfunding

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

Based on the analyzed data, theater generated the most amount of successful crowdfunding campaigns, which only had one sub-category of “plays” with 344 successful campaigns. The second and third categories that were the most successful were “music” and “film & video”. The sub-category that was the most successful for the “music” was by far “rock” with 85 successful campaigns. The sub-category that was the most successful in the “film & video” was “documentary” with 60 successful campaigns.

What are some limitations of this dataset?

The limitation of this dataset is it is uncertain about why certain campaigns were canceled. Furthermore, where, and how, the pledges were recruited. This could be valuable information about how to target backers to influence a greater outcome.

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

We could add tables to analyze in greater depth the length of each campaign, and if it effects the outcome. Also making tables about the what country the donations are coming from and if it is correlated to the type of campaign.

**Statistical Analysis**

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

Since the Bell Curves for both the Successful backers are both on a skewed distribution, the median is better to use than the median. Both graphs show a right-skewed distribution that shows the frequency of fewer backers is more common that larger about of backers. (<https://www.youtube.com/watch?v=K1xQK6pkGGg>, <https://www.youtube.com/watch?v=JFesFhraX2M>)

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

<https://www.youtube.com/watch?v=x0rmUXWtSS8> <https://www.youtube.com/watch?v=s7WTQ0H0Acc>

There is more variability within the successful backers, less variability with the failed backer count. This could be perceived to make sense because there would be a greater likelihood of success the greater the tries through the addition of more backers. The lesser variability could cause failure earlier in the process of the crowd funding campaign.