

## Salvador Alvarenga – Written Data Report

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

1. The categories that attract more crowd funders are the ones within the theater category, followed by the music category and finally the film and video category. This means that crowd funders are more interested in campaigns that are within the artistic spectrum than any other segment. Plays is the subcategory that attracts more crowd funders.
2. The game category has more failed campaigns than successful ones, which might conclude that members within the game industry are not proficient enough on attracting crowd funders to their campaigns.
3. Most of the successful campaigns begin on July and most of the failed campaigns begin on August, however the number of successful ones starting on August are very close. Meaning that there is almost a fifty-fifty chance of succeeding or failing.

What are some limitations of this dataset?

1. Data could have been extracted for a sector of crowd funders that are more interested into artistic categories than any other categories.
2. It's hard to determine if a category is 100% successful just by having four campaigns which is the case of the journalism segment.
3. I think this dataset should contain more countries such as Germany, Japan, Korea, because they are the main manufacturers of technology that we use in the present day. Including them would give us more information about the technology category and how successful or not it is.

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

### **Statistical Analysis**

1. Based on this data we can conclude that the median better summarizes the data because the data follow a negatively skewed distribution. Hence the mean could be affected by outliers. This applies for both the successful and failed backers.
2. There is more variability with successful. This makes sense because the gap between the median and the mean on the successful backers is bigger than the gap on the mean and median of the failed backers.