April 6, 2023

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Data Analytics and Visualization

Crowdfunding Analysis Part 1

What are the three conclusions that we can draw about crowdfunding campaigns?

The first three pivot tables show the differences in categories and then in months. It is recognized that there are a little over half of the campaigns were successful and only a small amount that were canceled. The third observation from the data is the film, video, and theater have done the best with success.

What are some limitations of this dataset?

The limitation with the data is that you are unaware of what the purpose of collecting this data will be used for so. You cannot see what the participant already invested into the campaign. You also are not aware of the backers background and why they would be interested.

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

I would have liked to see the purpose of the worksheet to have a better idea of what it was going to be used for. A table with the average, max, and min for donations would have been interesting. I would have liked to break the data down to see what types were web based and as opposed to being interactive or face to face categories.

Crowdfunding Analysis Part 2

Determine whether the mean or median better summarizes the data.

There is such a large difference between the median and the mean that I believe the mean gives a more accurate analysis of the actual average amount of backers.

Determine if there is more variability with successful or unsuccessful campaigns? Does this make sense? Why or why not?

The variance of the successful backers has more variance then the failed, although there is also variation with the unsuccessful backer category as well. This does make sense since the mean is greater than the median in both cases. There is also more data in the successful backer category.