Crowd Funding Data Report

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. Through the line graph I determined that in total there were more successful outcomes than failed, and there are more failed outcomes than canceled outcomes. As well as there being more total outcomes spike during the June and July months.
   2. Through the stacked bar graph using the subcategory success, it can be concluded that the “plays” subcategory had the most traction.
   3. The most popular parent categories were film video, music, and theater.
2. What are some limitations of this dataset?
   1. Limitations of this data set include: the data set does not show the complexity or magnitude of the project, extreme values are a limitation of any data set, missing data, and the sensitive nature of the time and what external factors may persist during time of launch.
3. What are some other possible tables and/or graphs that could be created, and the additional value they would provide?
   1. There could be a table displaying the success rate of each category, so we could understand which parents or subcategory is the most worthy of investment.
      1. That could even be split into or filtered by month to understand which category is most likely to succeed by month and when to launch within that category.
   2. We could also create a table to see whether the number of backers effects the success rate, there by comparing the success/fail outcomes in different ranges of number of backers. To maybe understand the ideal number of backers. We may filter this pivot table by category.

Statistical Analysis

1. Does mean or median best summarize this dataset?
   1. I would compare the data sets using median as the median is not majorly affected by extreme values and outliers. The variance, min, and max value indicate that the mean may be overly affected.