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

Very apparent that entertainment campaigns were highly successful—we can see this through our analysis of parent and sub-parent categories.

Date created-most likely to succeed if created July midsummer.

Most likely to fail if created January

Highest likelihood of success if goal is within the range of 1,500 to 24,999 or 30,000 to 34,999

1. **What are some limitations of this dataset?**

The dataset is oversaturated with entertainment focused endeavors, whereas technology was underrepresented in the dataset.

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

In order to make further inferences on the data provided, one could create a pivot table and pivot chart illustrating outcomes based on the date the campaign ended. This would allow one to extract insights regarding good or bad times of the year to have deadlines fall on. For instance, one might find a higher rate of failure during tax season or during the holidays.

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

The median will better summarize the data as there is high variability in the data set as it is the central value. If we were to use the mean, the outliers in the data set would influence our measure disproportionately.

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

There is significantly higher variance in the group of successful campaigns. This is logical because successful campaigns could have very few backers who contribute large donations or many backers who contribute smaller donations, whereas failed campaigns most likely have consistently few backers.