**Microsoft Word Data Report Questions:**

1. Given the provided report what are three conclusions that we can draw about crowdfunding campaigns?

1a) According to the outcome pivot tables, 56.5% of all crowdfunding campaigns are successful. (565 crowdfunding campaigns are successful out of 1000 total crowdfunding campaigns.)

1b) According to the outcome pivot tables, 36.4% of all crowdfunding campaigns failed. (364 crowdfunding campaigns failed out of 1000 total crowdfunding campaigns.)

1c) According to the outcome pivot tables, theatre campaigns yielding the most success with 33% of all successful campaigns. (187 are theater campaigns out of 1000 total crowdfunding campaigns.)

1. What are some of the limitations of this data set?

2a) This data set does not explain why theater campaigns are the most successful.

2b) Based on the data analysis that was conducted, it is unclear which years had the most failed campaigns.

2c) Based on the data collected, it was unclear whether the data was self-reported.

2d) In the data set there are missing or blank data points.

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

3a) Create a table and/or graph to see which countries had the most backers. It would allow campaigners to leverage backers that donate most often based on their country of origin.

3b) Create a table and slash or graph to determine which months have the most successful campaigns. This will help campaigners leverage when to launch their campaigns.

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

|  |  |  |
| --- | --- | --- |
| **Backers' Statistics** | **successful** | **failed** |
| **Mean** | 851 | 586 |
| **Median** | 201 | 115 |
| **Minimum** | 16 | 0 |
| **Maxium** | 7295 | 6080 |
| **Variance** | 1603374 | 921575 |
| **Standard Deviation** | 1266 | 960 |

4a)

|  |
| --- |
| **Scatter Plot Notes:** |
| The graph is a smooth lined scatter plot based on the Backers' Statistics Table. |
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| The successful (data) distribution is skewed to the left. This means that it is left tailed. |
| The failed (data) distribution is skewed to the left. Smaller values are longer than larger values. |
|  |
| There is extreme variance in the successful (data) distribution. It has a large range and standard deviation. |
| There is extreme variance in the failed (data) distribution. It has a large range and standard deviation. |
|  |
| The mean is too dependent on large or extreme values (outliers) to be an ideal measure for successful distribution. |
| The mean is too dependent on large or extreme values (outliers) to be an ideal measure for failed distribution. |
|  |
| **Scatter Plot Conclusions:** |
| The median would be a better measure of central tendency for successful (data) distribution. |
| The median would be a better measure of central tendency for failed (data) distribution. |

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

|  |  |  |
| --- | --- | --- |
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**Successful Variability:**

Based on the Backers’ Statistics Table there is more variability with the successful campaigns. The variance and standard deviation indicate it, specifically, the successful mean is large. A large mean indicates large or extreme values and more variability. There are more outliers in the dataset.

**Failed (Unsuccessful) Variability:**

Based on the Backers’ Statistics Table there is less variability with the failed (unsuccessful) campaigns. Specifically, the failed mean is smaller compared to the successful mean. A small mean indicates smaller or more consistent values and less variability. There are less outliers in the dataset.

**Successful Variability in the Scatter Plot:**

Based on the Successful vs Failed Campaigns by Backers’ Scatter Plot the graph is skewed to the left. There at least five values that reach 1.6 million. The dataset leans more towards extreme values. There is more variability with the successful campaigns; therefore, the median is better suited to measure its variability.

**Failed (Unsuccessful) Variability Plot:**

Based on the Successful vs Failed Campaigns by Backers’ Scatter Plot the graph is skewed to the left. There at least five values that reach 900,000. The dataset leans less towards extreme values compared to the extreme values of the successful. There is less variability with the failed campaigns; however, the median is still better suited to measure its variability.