Module 1 Challenge Questions

1. Question 1
   * Campaigns are more successful in the summer months of June and July.
   * Most requests are for Plays.
   * August is the least favorable month to start a campaign as it has the highest amount of failures and lowest amount of success.
2. Question 2
   * Limitations of this data set include:
     + Limited on external variables impacting fundraising including specific geographic areas, income levels of donors, etc.
     + If the campaign is reoccurring or donors are reoccurring.
     + Effort level to raise funds per campaign.
3. Question 3
   * Other possible tables or graphs that we would create and the value they would provide include:
     + Percent of total per category that are successful or fail. Some of the campaigns had such a large volume, they appear to be more successful than they may truly be.
     + Bar graph to determine the highest average contributions per campaign. This could show what donors are more likely to provide a high level of funding.
     + Bar graph that breaks out the Goals by bins and percent that hit those goals. This would help show the likelihood that high dollar goals will reach their goals.
     + Average donation at the parent category or sub-category.
4. Final Questions
   * Use your data to determine whether the mean or median better summarizes the data.
     + Because of the large variance in the data, I would lean towards median as the most useful metric of the two.
   * 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 larger variability in the successful campaigns based on the variance and the standard deviation. This makes sense as the median of the failed campaigns is much lower, because the campaigns did not have success. Since there are more campaigns with lower donors, there would be more variance.