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Module 1 Challenge

1. Analysis Questions
   1. Three conclusions that we can draw from the data and analysis are successful campaigns had a higher average number of backers compared to campaigns that failed. Next we can conclude that campaigns that set monetary goals from 1000 to 4999 had one of the best success rates among all monetary categories as in this category 83% of campaigns were successful out of the 315 included here. Finally, we can conclude that the parent category of technology had the highest successful campaign percentage compared to each other parent category.
   2. One of the biggest limitations of this dataset is that we know very little about the product each campaign was trying to crowd fund for. Also, we have no information about the types of advertising and promoting each campaign did to raise money for their campaign.
   3. Another table that could be created to help visualize the data better would be a table and graph that shows the percentage of successful campaigns among each parent category and subcategory. I think displaying most of this data in percentages would give people a better understanding of what categories are more successful overall than other categories. Percentages are important in this instance because we have so many data entries and it is easier to visualize those numbers with percentages compared to basic numbers.
2. Summary Table Stats
   1. The mean is better for comparing the successful and failed campaigns because this stat shows a larger discrepancy between successful and failed campaigns.
   2. There is more variability among successful campaigns than the failed campaigns. This does not make a lot of sense because you would assume successful campaigns would have similar features due their success in campaigning, but since our dataset is a bit limited, we do not know everything about each campaign like their product or advertising techniques.