Module 1 Challenge

University of Toronto Continue Studies

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**Conclusions from the data**

1. With the outcomes based on the parent categories, “theater” hold popularity in terms of successful and failed crowdfunding projects with 187 and 132 respectively, accounted for 30% of recorded crowdfunding projects. For second and third place, “film & video” and “music” respectively held similar results, 102-60 and 99-66. Based on total successful and failed projects. It is average at 60% success rate across all parent categories.
2. In regard to the outcomes based on the sub-category, “plays” accounted majority of 30%. The remaining’s sub-categories cover 4% on average.
3. The most active period for crowdfunding projects start picking up traffic around May and peak at July.

**Limitations of the dataset and suggestions for additional tables of graph**

Though the crowdfunding dataset provided insight on outcomes of many projects in many categories. It does not provide growth curve throughout the project life cycles. By adding growth data of each project, it can drastically help to maintain growth curve and can set a higher base goal.

**Mean or Median?**

With the crowdfunding dataset, it presents as a right skew model with the mean of successful campaigns at 851 and median at 201. Respectively for failed campaigns, mean is 585 and median at 114. From these two set of statistics, a project must pass 200 backers mark to be considered potential and end result backers varies between 585 and 851 will yield higher chance of success. The answer is both mean and median plays an important to set the potential expectations of a project.