Crowdfunding Data Challenge Essay

Based upon the data provided I can conclude several things I’ve noticed along the way. First thing being the percentage of funds that were being contributed to launch a campaign. Anything under 100% was likely going to fail. Another thing I happened to notice were the amount of launches from June -August. Many of them tended to do well during warmer weather. Lastly, theater was very in demand. It had the highest, if not the best chance in you succeeding as a parent category.

Some limitations of this dataset may include the lack of research studies, low quality of data, complexity & Bias opinions, etc.…This is likely very old, so the trends compared to today will be quite different. Especially since my generation isn’t that much into theater and plays anymore. Although it would be interesting to see the timelines shift their interests a bit.

Some other possible charts and graphs that would be beneficial are a pareto, maybe a linear forecast & a pie chart. The value these charts would bring would help gather insight on who globally is investing/buying more by both categories. For example, The European dollar, AUS, or the USD. The pareto would then help us check the lengths of time & money.

As for determining the mean and median I do believe it summarizes the data a bit more meaningfully. The difference in numbers say a lot already. The variability shows up more with the unsuccessful campaigns. You can spot right away where their lacking numerically.