Crowdfunding Analysis

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Crowdfunding Analysis

- Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

There are several conclusions we can determine when analyzing the provided data of crowdfunding campaigns. For example, Theater/Plays significantly outperformed the other campaigns which makes it an outlier. This could've been caused by many factors like audience, market, geographical location, or age group in the data.

The distribution of the data is skewed to the right, as Mean is greater than Median. Theater/Play contributes to the data being skewed; however, even removing Theater/Play, the data still skews to the right.

The data also shows that the timing of creating campaigns has an impact on their success. Campaigns created on the month of July had more success than other months.

In summary:

  - For the category and parent category analysis (Grand Total), there are outliers (theater/Plays)
  - Looking at the category chart (Grand Total), the distribution is skewed to the right as Mean is greater than the Median
  - The highest number of campaigns are generally during the months of Jun and Jul

- What are some limitations of this dataset?

The provided crowdfunding data has several limitations. For example, pledge amounts are considered equal across campaigns; however, pledges are made in different currencies. Crowdfunding data is ignoring the exchange rate at the time of the pledges. This leads to a misleading conclusion that total funds raised on the campaigns.

Due to lack of detailed data, average donations are estimated equally across the number of backers. This limits the analysis of impact of small vs large pledges.

Also, the provided data do not include backers' information that could help with the analysis, such as geographical location, social classes, and age. Such information can provide insights into demographic groups, income earners or age and their impact on crowdfunding initiatives.

In summary:

  - Goals and Pledges are considered to have 1:1 currency without taking in consideration exchange rates
  - Average donation assumes equal pledges amount among backers
  - Data does not include geographical locations of backers
  - Data does not include social classes of backers
  - Data does not include age of backers

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

Several tables/charts can be added to enhance the analysis. For example, a table or graph showing the duration of the campaigns could illustrate the optimal length of a campaign to be successful. It can also illustrate if short or large campaigns could correlate with its success.

A table or graph analyzing campaigns that were funded more than 100% could provide insights into what makes a very successful campaign.

A table or graph analyzing the influence of staff picks or spotlights could quantify the impact of campaigns being featured. This could potentially help determine if such features should be highlighted even more or removed.

In summary:

  - Campaigns duration (between creation and end of campaigns)
  - Campaigns that were funded more than 100%
  - Influence of staff picks on campaigns pledges
  - Influence of Spotlights on campaigns pledges

Statistical Analysis of Successful and Unsuccessful campaigns

- Use your data to determine whether the mean or the median better summarizes the data.
    a. Median would be a better measure to summarize data as the data is skewed to the right. Meaning, the Mean is greater than Median.
- Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
    a. There is more variability with the successful campaigns because the variance is higher. This makes sense as the distribution of successful campaigns is wider than unsuccessful campaigns.