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PSEG Data Science Rutgers Bootcamp

Module 1 Challenge

Report

# Background

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

# Questions

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   * With the data provided the three conclusions that we can draw about crowdfunding campaigns would be:
     + Plays are the most successful crowdfunding campaigns with about 20% (187) success rate within the entire data sample size
     + Also Plays are has the most failed as well however, within this dataset Plays hold over 30% of the sample dataset.
     + The USA has over 70% of the data sample size within the dataset.
2. What are some limitations of this dataset?
   * Some limitations of the dataset is the sample size is mainly in the USA and we really cannot determine a value of the other companies if we don’t complete a currency conversion to USD.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * Some other possible tables we can review is success by country and success vs failure rate. But I think this dataset doesn’t give the best representation of Kickstarter campaigns from independent content creators who launch crowdfunding for new products.