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Module 1 Response

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

With the Data provided we can draw three major conclusions that would be interesting to researchers. First, the data success rates vary significantly depending on the category of the project. The journalism category has a 100% success rate, with all the projects in this category being successful. However, this category only had four completed projects. This makes it difficult to draw any meaningful conclusions from the data. Next, the gaming industry had the lowest success rate with only 25 of the 48 projects being successfully funded. Finally, 2010 had the highest number of projects with 1008 and 58 of them were successfully funded.

2) What are some limitations of this dataset?

There are a few limitations with this dataset. The biggest downfall of this dataset is that we do not know how much each individual donor donated to each project. This could mean that one individual donated 99% of the money to a specific project. Secondly, we do not know how often the projects were reposted or promoted. Since we do not know this there could be projects that became funded base off their social media Prescence.

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

There are a few other tables that I would like to create. One table that would be helpful would-be average donors per project based off the parent category and subcategory. Another one would be average amount donated by each donor based off the category and subcategory. These would give us a better picture of the donor behavior of each category and where they would be willing to spend more money.