Module 1 Challenge Report

Crowdfunding analysis

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## Conclusions

Based on this data set we can see that crowdfunding campaigns are more often successful than not, the best outcomes appear to be goal related, and the campaigns are more common in the entertainment industry. By calculating the percent successful for the entire set (extra row on the bottom of the “Goal Analysis” worksheet of my workbook) we see that 57% of the projects were successful. The “Outcomes Based on Goal” graph shows that the highest percentage of successful campaigns had goals between $15,000 and $35,000. A quick glance at the “Category” worksheet reveals that “Film & Video”, “Music”, and “Theater” are the most common types of campaigns.

## Limitations

A couple limitations of the data set are a lack of indication of type of crowdfunding for each project and lack of information as to the experience level of the campaign owner(s). There are at least four types of crowdfunding (Rewards, Donation, Debt, and Equity) and it would be interesting to see if the type of campaign influences its success rate. Another factor that could influence the success of a given campaign is the experience level of the owner, perhaps measured in years of experience. Along those lines, and indication if the campaign owner had a previously successful campaign might also correlate with success of the campaigns in the data set.

## Other visualizations

I added box and whisker charts to the “Statistical Analysis” worksheet to help me visualize the variance of the backer counts for the successful and failed campaigns. Another chart that might be interesting would be comparing the length of the campaign (difference between the Date Created and the Date Ended) and outcome to see if there is a correlation.