Module 1 Challenge – Crowdfunding Campaigns

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January 29, 2023

* 3 Conclusions:
  + Campaigns ran during the summer months (June & July) have a higher success rate than those ran during the winter months (December & January).
  + More campaigns are cancelled during the winter months than during the summer months.
  + Theater/Plays are the most successful campaigns of all.
* Some limitations of this dataset:
  + There is not a key for the abbreviations for the country column. The reader would have to know the ISO 3166 country code list by memory or look them up.
  + It is unclear what the column “Staff Pick” represents and why
  + It is unclear what the column “blurb” represents and why
* Other possible tables:
  + A table to identify what country each campaign was most successful in. This would allow an idea of where to better focus future efforts vs. where you may not want to waste the time/energy the next time.
  + A table that focuses on the year, not just the month would be useful to compare against any known data for the stock market and or any other societal-based factors. For example, are backers easier to find when the market is high vs. when the market is low? Was this during an electoral year in any of the democratic countries? Etc.