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Crowdfunding Report

Given the provided data, it is clear that crowdfunding campaigns involving the category of theater, specifically plays, are the most common campaigns. They are nearly twice that of the second most common category, film and video. In addition, the data suggests that when it comes to music, rock is the most prevalent genre campaigned for, whereas in film and video, documentaries are the most popular. The data also shows that the majority of crowdfunding campaigns are launched within the summer months of June, July, and August, whereas the fall is when the least number of campaigns are launched.

The data provided draws limitations in understanding what makes campaigns successful or failures. It is difficult to fully know why a campaign was well funded or why one was not. It could also be possible that outliers exist in the pledged amounts, but the data would not be able to show this. Therefore, the data is efficient at visualizing for a quick look at numbers of successes and failures amongst categories and their respective sub-categories, but they could not define deeper aspects of how they came to be.

In order to discover outliers, a box and whisker plot could be a good resource in visualizing these data points, given that more information on individual donations would need to be provided. Also, a pie chart could be useful in giving a clear image of successes against failures and how they make up the total of their categories and sub-categories.