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Module 1 Challenge

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**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.

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

First Conclusion: Based on this crowdfunding campaign, there is a higher value of outcomes within the theater category. This indicates that the theater category is the best place to have people participate in the specific campaign that is being crowdfunded. Even though the theater category has the highest frequency when compared to the other groups, the data shows that categories based on the entertainment industry tend to have the higher amounts of campaigns. In addition to the theater category, film & video and music have a higher frequency of campaigns in a group compared to the rest of the groups. Turning to the entertainment industry would yield the greatest number of crowdfunding campaigns. When comparing the ratio of successful to failed campaigns for each primary category, the ratio is close between the categories that are within the entertainment industry, with slight differences.

Second Conclusion: When looking at the pivot-chart line graph, there have been successful crowdfunding campaigns throughout the year compared to the frequency of failed and cancelled campaigns. A spike of successful campaigns is shown from May to July, and then a decrease in August. As indicated in the pivot table including the sub-categories, plays have shown to have the most outcome results from the campaign. A possible reason for the spike in successful campaigns during those few months could mean that more people are going to see plays, as school is over, and the weather is pleasant.

Third Conclusion: The line graph illustrating the relationship between the goal amount needed and the chance of success to reach that goal indicates that the success rate tends to stay consistent, or at close levels, as the goal increases. From goal ranges of 15000-34999, the percentage of success tends to stay within a close range, at most with at most 20% difference. From goals of 15000-24999 and 30000-34999, the success rate is at 100%, which means that the goal should be maintained at that level. The success rate has been over the failure and cancelled rate during goals of 15000-49999, but the failed percentage acceded the successful percentage when the goal goes over 50000. Based on this trend, it is best to set a reasonable goal and see when the data shows a future decline. In this case, any goal that goes over 50000 may cause an increase in the failure percentage, which could potentially cause less backers to participate in the campaign in question.

1. **What are some limitations of this dataset?**

A big factor for any Kickstarter campaign is the promise that the company makes to the donors that support the product or campaign. For example, if a Kickstarter campaign is for a new board game, typically a company that takes the donations to create their product offers a copy of the game to the donor when it is in the early stages of testing. Even though the data has shown that “plays” is where more people seem to participate in the crowdfunding campaign, the data does not show why they chose to participate, or if they were promised something with the participation. Tickets to various plays would encourage people to participate in these campaigns, so if a promise of that level was given to the backers, then that would indicate the higher frequency of backers in that sub-category.

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

* Another bar graph excluding the “play” sub-category may show the results of how campaigning may be affected when being pushed through other media. The “play” sub-category is a massive outlier as it has the most backers that participated; however, it also shows that the successful and failed outcomes are at similar levels. Excluding this sub-category can show how to best spread the campaign, since the ratio of successful to failed outcomes is like the rest of the sub-categories.
* Not all the sub-categories within each main category would have the same backer, or funding, goal, or have gotten the amount of donations that they were expecting. Multiple bar graphs can be made separating each individual subcategory, and comparing what part of the crowdfunding makes each sub-category successful or a failed one. Even though the entertainment industry shows the most outcomes of crowdfunding, seeing what makes the crowdfunding within the sub-categories of other primary categories is important in spreading awareness. Instead of focusing on the primary category, and later the sub-category, that has shown the most outcomes, it is important to understand how to spread the campaign through categories that would reach a different demographic.
* Different times of the campaign may affect the outcome of the results for each sub-category. Line graphs going over the relationship of time and the number of outcomes, similar to that of when checking the success percentage of the entertainment industry, should be created to see how long a campaign needs backing in order to obtain the optimal results. These line graphs can show when less time may be needed if a sub-category has shown to receive a higher frequency of outcomes in a shorter amount of time, and if a sub-category may need some more time to receive a higher frequency of outcomes. A question could be asked, if a sub-category is shown to create more outcomes, why not just back that category the most? It is important to reach different audience demographics, which means giving more time for some sub-categories that show trends of increasing goal outcomes.