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Data Analysis

Crowdfunding Book Conclusions

My first conclusion is that most of the crowdfunding happens in the month of July with the grand total of 93 occurring. It also has the most successful amount of fundraising to occur. Another conclusion is that the month with the lowest amount of fundraising is September, with only 73 occurring. The last conclusion is that the most funded parent category is the “plays” category with 187 out of 344 being successful.

A limitation that could be addressed is the lack of how the fundraisers were promoted. It would a great insight to figure out how some were so successful while others faded into the background. For example, were some promoted by actors or promoted by an algorithm or were they spread by word of mouth.

Another graph we could graph is the blurb category. Since all that is stored in the raw data we don’t know if there is a certain project that is constantly funded and if some are repeated by different people. There may be some projects that are blatant rip offs of others and stealing the spotlight from the people who actually deserve it.