Data Analytics Bootcamp.

Week1: Challenge 1.

Three (3) conclusions that we can draw about crowdfunding campaigns are:

1. While “theater” category have had the largest number of “failed” crowdfunding attempts that category has also had the most “successful” campaigns.
2. “Plays” are the only sub-category within “theater” and are therefore the most successful crowdfunding campaign sub-group followed by “rock” music in a distant second.
3. Most successful crowdfunding campaigns occurred in the months of June and September former having more. Most crowdfunding activities occur in these two months of the year.

Some limitations to this dataset are:

1. The amounts received are stated in various currencies. If the value of each currency were taken into account and standardize to a single currency for all the average donation per backer, for example, may be quite different.
2. The crowdfunding effectiveness of each category is being obscured by the measure of “success”. While areas such as “technology” and “photography” have far fewer crowdfunding campaigns than “film & video”, “music”, or “theater”; both technology and photography have greater success rate as a proportion of total number of fundraising activities with film & video (57%), music (57%), theater (54%), photography (62%) and technology (67%).

It would have been useful to have the currencies converted to a single unit such as USD. This would enable more insight and usefulness of an analysis on average donation per backer, for example.