Module 1 Challenge Crowdfunding Analysis – Gavin Toole

Based on the analysis performed the majority of the crowdfunding was in the theater category, followed by music and film and video respectively. The least funded category was journalism. The sub-category with the highest funding is plays followed by rock. The most funded projects are during the months May to July.

There are a couple limitations with the data:

* The currency is not standard across the data, which may lead to skewed results based on conversion rates
* The theater category is very narrow with only plays while the music category has 6 sub-categories
* There are some columns we also don’t have definitions for staff-pick and spotlight
* We also are not aware of the size of each company who are backing the various crowdfunding projects

Additional it would advantageous to have a common currency column with the appropriate conversion this way will be better able to compare all projects.

Statistical Analysis

The mean would be more beneficial to use in the analysis as this is the average of the all backers of the successful and unsuccessful projects, it provides greater insights into as there is a large gap between the minimum and maximum backers.

There is more variability in the successful backers from the projects, this make sense as the total number of successful projects and backers are both higher with the unsuccessful backer.