Heather Robson

Data Science Bootcamp/ Challenge 1

Mon/Wed/Thurs

* Crowdfunding efforts in the theatre, music & film video categories are the most successful.
* Crowdfunding efforts in theatre, specifically at plays, are the most volatile.
* Plays have the highest average donation per backer. (I created an AVG Max donation chart given the data set)
* Donation pledges significantly decreased in 2020 for a total of $177 for the year- Whereas, just the year prior $7,583 was pledged.

A limitation within the data set is that the data is not complete while there are still “live” campaigns taking place. As well as defining what makes a campaign successful. It would make sense to have a cost analysis done to determine the true profit of donations versus what it costs to host these events.

I would create a pivot table to communicate a clear summary of the success rates of subcategories. To determine where efforts should be applied and scaled back.

It would also be interesting to find out if people have become more generous or less generous over the years. I would create a line chart showing the rise or fall of average donations over the years.

I would also look for trends or correlations with current events (recessions, pandemic, unemployment rates etc.) that may affect the sum of donations over the years. To communicate this information, I would use a line graph showing the sum of all donations during major event time periods.