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UC Irvine Data Analytics Bootcamp

Module 1 Challenge

Due 07-21-2022

Given the provided data, we can draw a few conclusions about crowdfunding. First of all, more theatrical projects have been successful in funding over the last 10 years than any other category. Second of all, projects started in the summer, especially in July have historically been the most successful. The third and most optimistic conclusion we can come to is that more projects have been successful than not. Realistically, crowdfunding is a viable option for creating something without traditional investors.

The dataset has some limitations. We don’t know anything about the marketing or effort put into the projects. The data gives us no information on if successful projects had famous creators or other followings. It would be interesting to find if successful campaigns had money come in at key times during the campaign. We also have no way to prove that the time of year had an effect on the success or failure of a campaign.

It would be useful to create a chart comparing the goals of campaigns to their success rate, especially when filtered by category. It would be interesting to learn if the goal has an effect on the success rate. Are there more successful theatre campaigns because the average goal of these campaigns is lower? I would also love to see a chart comparing the goals over time. Are the goals increasing as the years go on? Have different categories become more or less popular over time?