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Crowdfunding report

4/6/2023

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + The top three campaign categories are theater, film & video, and music.
  + In terms of theater campaign, the highest subcategory is for plays.
  + In the aggregate case, more campaigns succeed rather than fail, while a small number of campaigns are cancelled.
* What are some limitations of this dataset?
  + This data does not include campaign viewership rates, only backers. A large thing to focus on is getting people to see the campaign itself. It would be helpful to analyze cancels/fails relation to site traffic.
  + Another metric that may prove helpful would be a sharing metric. If we could see what kinds of campaigns are being shared, other campaigns can be pushed higher up in the algorithm to provide fairness.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + An additional graph would be total run time vs outcome would be very helpful for users to plan and time their campaign for the best results.
  + An additional table that would be useful would be for breaking down pledge tier/amount data by campaign categories. That way patronage can be properly gauged based on the pledge distributions.
  + A probit (chart) model for Staff picks and spotlight indicators would also be very helpful for campaign creators to have, that way they can have a general indicator of the quality/category of projects that have the best rate of success.