Crowdfunding

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

1. The theater category has the most count of campaigns.

The outcomes per category bar chart indicates that the theater category has the most count of campaigns, 344 out of 1,000. The graph distribution confirms there were at least three means or medians. Because the mean and median values are close together at least three times, we can use both to summarize the data and establish that there is a relationship between the number of campaigns and the chances per category of success, failure, or cancellation.

1. The plays subcategory has the highest success rate.

The outcomes per sub-category bar chart shows that the plays

sub-category has the highest success rate. The distribution of the graph is normal, with low skew. We can summarize the data with both the mean and median as they are close together. We can establish a relationship between the number of campaigns and the sub-categories’ probability of success, failure, or cancellation. The higher the number of campaigns, the higher the success rate by sub-category.

1. Campaigns that reach their goals have higher funding goals.

The outcomes per goal line graph distribution illustrates an increase and decrease in percentages with the higher funding goals. As funding goals increase, the percentage of success, failed, and cancellation fluctuates. There are at least two funding goals (10000 to 14999 and greater than or equal to 50000) in which the lines crossed, and the goals generated a higher percentage of failed than successful campaigns. We cannot establish a correlation between higher funding goals and percentage because the higher goal amount does not always increase the campaigns’ likelihood of success, failure, or cancellation.

**What are some limitations of this dataset?**

1. The data is not complete. There are still 14 live on going

campaigns that we need to know the outcome of.

1. The duration (the length from creation until the end) of the

campaigns vary, with some lasting a few days and others 30 days or longer. Making it difficult to determine that duration impacts campaign outcome.

1. The database is not up to date. We can assume that the

data has changed since it was created.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

1. Outcomes per Date ended conversion line chart.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| **2010** | **13** | **35** | **1** | **57** | **106** |
| **2011** | **7** | **40** | **1** | **56** | **104** |
| **2012** | **4** | **32** | **3** | **46** | **85** |
| **2013** | **4** | **31** |  | **46** | **81** |
| **2014** | **4** | **37** | **2** | **61** | **104** |
| **2015** | **6** | **44** | **1** | **53** | **104** |
| **2016** | **6** | **43** | **3** | **49** | **101** |
| **2017** | **4** | **26** | **1** | **65** | **96** |
| **2018** | **5** | **37** | **2** | **62** | **106** |
| **2019** | **4** | **36** |  | **68** | **108** |
| **2020** |  | **3** |  | **2** | **5** |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

Thistable provides the campaign outcome by campaign end date from 2010 through 2020. Throughout the years, there is a trend in the distribution curves going up and down (mean and media close together) and a higher number of successful campaigns than failed campaigns over time. Except in 2020, the outlier year is responsible for the noticeable and unexpected decline in successful and failed campaigns, one less successful campaign than failed campaigns. The relationship between the number of campaigns and the campaign ending year impacted the campaign outcome.

1. Backers Count by Outcome bar chart.

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Count of outcome** | **Sum of backers\_count** |
| canceled | 57 | 24768 |
| failed | 364 | 213164 |
| live | 14 | 8175 |
| successful | 565 | 480898 |
| **Grand Total** | **1000** | **727005** |

The distribution confirms that a successful campaign has many more backers than a failed campaign. The total number of backers for the successful campaigns was 480,898 backers, while the count of backers for the failed campaigns was 213,164. The data establishes a correlation between the number of backers and the outcome. The correlation does imply the number of backers caused the campaign outcome.