Crowdfunding Report

The first conclusion I’ve been able to draw from the data is that “Theater” is the predominant category of the entire dataset, the only two categories even coming close are “Music” and “Film & Video” and from this parent category is visibly and heavily correlated with success. This is something that can be seen when observing the parent and sub-category charts and tables to see the sheer difference in numbers that would make Lorenzo de’ Medici proud. Secondly, it can be inferred that projects with goals between $10000 and $34999 were almost completely successful with an average rate of %95 and 0 cancellations. Away from those goals there is far greater volatility within the data, with lower project goals almost reaching %60 and greater goals bringing a slightly higher success rate of %64. The final I’ve drawn is that between the months of May and August, during the end of spring and majority of summer, the amount of projects spike. All outcomes from successful, failed, and canceled increase greatly and provide us with the idea that many of these projects are started by younger people, primarily college students or students in their last years of high school. With the previous justifications of the wide popularity of entertainment and artistic projects and the primarily lower funding goals that someone without a stream of income would more than likely not be able to have themselves.

The main implement I think this data could benefit from is a box and whisker plot to better assess the variations in backer counts and average donations from backers to get a more accurate look into which projects were true outliers in their respective categories. The next would be a table showing the amount of categories in each of the funding goal thresholds with the ability to filter by sub-category, through that table we could see similarities and repetitions that could give us potential insights on if certain categories have similar needs like expenses or production costs and even rewards for backers. Another I think could be pertinent would be a graph showing the amount of projects created by category throughout the year, this would be extremely important in supporting my conclusion of the influx of summer projects being a result of students being outside of classes for an extended period. Finally I believe a graph that shows the amount of projects created in each category by the year they were made in to look for trends in each year. It would allow the assessment of common or shifting interests throughout time and growing or shrinking popularities within topics, like if the technology category was to be steadily increasing the rate of projects created as time went on and if the book publishing category was to be inversely affected by that increase.