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Report

* Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
  + One conclusion we can draw about crowdfunding campaigns is that categories based off of performances like theater, music, film and video have a higher success rate than other categories based off this data set. Theater being the most successful, with film and video, and music essentially even.
  + Another conclusion we can take from this data set is that there is a higher success rate in the summer months for just about every parent category and the success rate drops off substantially as summer ends and the fall season begins.
  + When looking at outcomes based on goals there seems to be more success when goals are between $15,000 and $30,000 with a 100% success rate with goals set between $15,000 and $24,999. The success rate of outcomes based on goals start to decline the higher the goal.
* What are some limitations of this dataset?
  + Some limitations of this dataset are that the sample size is not very large with only 1,000 projects to analyze, therefore it’s hard to generalize the results. Another limitation of this dataset is that 70% of the sample projects belong to only three categories which is theater, film and video, and music. This distorts the data in that since the sample size for these categories make up more than half of the sample projects the results are more favored towards these three categories. Having an evenly distributed number of projects in each category would eliminate the bias towards these three categories. Also 85% of the outcomes based on goals fell into three goal ranges which were $1,000 to $4,999, $5,000 to $9,999, and greater than or equal to $50,000 which also placed a biased towards these three goals. Getting a more evenly distributed number of projects in each goal range would create a better analysis on the success rate of each category in different goal ranges.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Creating a pivot table and chart based on average donations in each parent category could us give more insight on the expectations of donators in each category.
  + Creating a pivot table and chart of the percent funded in each parent category could give us insight in what category has the highest percentage funded compared to the goal.
  + Creating a pivot table and chart on the backers count in each parent category could give us insight on the number of participants we could expect in crowdfunding campaigns based off of categories.