Kevin Denning

Homework 1

Module 1 Challenge

The dataset about crowdfunding campaigns provided us with a unique perspective into the success and failure of these projects. First, we can see that campaigns had different success rates based on the time of year. The campaigns in the first and second quarter were more likely to succeed, while the third and fourth quarter had a lower success rate. The campaigns are much more successful in the United States when compared to other countries. Finally, campaigns related to the arts are more far mor popular compared to their more academic counterparts. This data set does have some limitations however, while it does show the success rate it doesn’t show how many of these ideas actually get created and implemented. Another metric that could be useful would be how the product was advertised and how the backers found out about the campaign. It would also be enlightening to know if this was the companies first campaign on the platform and how they fair with integrating their product into that system. Some other graphs that might be helpful would compare the backer count to the average pledge amount and one that shows when in the campaign the money was pledged.