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GW Boot Camp Module Challenge 1

After analyzing the data, it can be inferred that crowdfunding campaigns based in categories of the arts (theater, music, and film/video) comprise most of the campaigns in this time range. When broken down into subcategories, crowdfunding campaigns involved in plays comprise over 50% of the total campaigns. There is also a noticeable discrepancy (positive) that shows that crowdfunding campaigns started in the months of June/July are notably more successful, with those started in August showing a massive difference between the 2 preceding months.

Some flaws with the data include missing current average economic status of each country to correct for recessions or booming economies, as well as not correcting for length of time for each campaign. Additionally, there are quite a few statistical outliers skewing the data, as there may be a play enthusiast or two who donates double or triple the goal amount, leading to more play crowdfunding campaigns being created. Missing the individual donations might lead someone to think that plays are the most popular form of entertainment around, when they are nowhere near music/television in terms of media consumption.

You could create a clustered column chart to show average donations per sub-category to visualize average donation/sub-category to further see which sub categories are most successful easily.