**Bootcamp – Module 1 Challenge**

**Background**

*Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.*

*To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.*

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

The data as derived used a “count” of successful and failed projects. In order to determine any trends more accurately percentage was used to derive information.

* + 1. In terms of categories, technology, photography and publishing all show a success of over 60%. Journalism has a small sample size of 4 but has 100% funding. These are areas that may be considered for a more successful application.
    2. In terms of sub categories, web, translations and television all show a higher than average success rate. Music and audio have a small sample size but show a good success rate with the data available. These may also be considered as areas for successful applications.
    3. The time of year shows little variation in the number of applications over monthly periods (combined for all years) although there is a lower than average in the final quarter. When evaluated as % successful, there is a slight “above average” bias toward the second half of the year from June to November.
* 2. What are some limitations of this dataset?

The key limitation of the dataset (in relation to the objective of identifying the trick to success) is that fact that the reasons for the failed or successful groups are not captured in the data.

Some categories or sub categories only have a small sample size (eg Journalism/audio/music). Therefore a greater overall sample of projects would enable a more accurate determination of trends observed in these categories.

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

Additional data of percentages rather than the number of success or failures give a better indication or insight. These have been produced as additional tables in the sheets and used for the answers to question 1. With the additional work to create a breakdown of success in relation to the original goal, it is seen that there may be an advantage to target a goal of 15 – 30,000 backers. A further analysis of country and currency may be useful to determine if there are any trends or bias toward these variables within the dataset. A preferred country or currency could therefore be proposed to provide additional value to improve the chance of success for proposed projects.