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GWU Data Analytics Bootcamp

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Crowdfunding Challenge Report

A thorough review of the provided data yielded three interesting conclusions:

1. The number of campaigns launched for theater, film & video, and music is more than double the number of campaigns of all other campaigns combined which indicates that most users are seeking to crowdfund for campaign related to the performing arts.
2. Nearly 75% of all music related campaigns are under the rock/indie rock genre.
3. A third of all film & video related crowdfunding campaigns are for documentaries.

There are a few limitations to consider when drawing conclusions from the provided data. One limitation is that most crowdfunding campaigns included in this data set come from the US. Having a balanced spread of campaigns from countries around the world would provide a better sample for analysis. Another limitation is whether this sample of data is representative of the whole population or if the performing arts are overrepresented in this particular sample. One more to consider is this dataset is beginning to be a bit dated. The most recent campaign data included is over 3 years old which means any conclusions drawn from this dataset may no longer be reflective of present trends.

As for additional data visualizations, it may be helpful to present tables reflecting the outcome of campaigns by parent & subcategory showing the values as percentages. There are significantly more campaigns for the performing arts but to see which campaigns have a higher rate of success, it would be more accurate to present the values as percentages along with a stacked column chart with each bar adding to 100%. Another visual to consider including would be a scatterplot showing the average # of days it took to complete a successful campaign (adding a column using the DATEDIF formula between “date created” and “date ended” conversion columns) based on the goal set for the campaign using the same categories as the Goal Analysis tab. This would show if there’s any relationship between the amount of funds being raised and how long it will take on average to crowdfund the money. If there is a strong correlation, then campaign starters can have a better idea of what a realistic timeline for achieving their funding goals might be.