

Challenge #1 : Analysis - Andrea Monnerie

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

1. The top three types of campaigns that use crowdfunding are theater, film & video, and music. Theater being the most common; though its success varies by country. Theater campaigns in Italy and Denmark were more successful, but generally they all have roughly a 50-55% success rate.
2. Though journalism was the least common campaign for crowdfunding, it was the most successful with a 100% success for all projects. Following behind was technology and photography. The least successful of all categories was gaming, especially mobile games.
3. The launch date makes the difference. July is the most successful month to launch crowdfunding. However August was the least successful month and had more failed campaigns. December is the runner-up for the least successful month to launch, and June is the runner-up for the most successful month. In conclusion, be sure to launch the campaign in the early summer months.

What are some limitations of this dataset?

1. The list of countries is pretty limited. I would wish there were more projects in different countries, especially more asian and african countries.
2. Also a project with 0 percent funded and another with 99% percent funded are considered "failed" projects. I think we need another category like "partial success" to have a better understanding of the success of these crowdfunding projects.
3. I think there should be more data/information as to why there are so many theater projects using crowdfunding. Currently there is not enough data to figure out this phenomenon.

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

1. I would make more tables with the "Date Create Conversion" and "Date Ended Conversion" or a new column with the duration between these dates. This way I could

explore if there is a relationship to success and the duration of the campaign. Intuitively, the longer the campaign, the more likely it is to be successful.

2. Along with the idea above, I would create a table to discover if the amount of the goal makes a difference to be successful or not. Intuitively, the bigger the amount that is needed to be successful would be more difficult than a smaller amount.
3. Additionally I would create a table and graph to see if the number of backers contributing to the campaign makes the difference on how successful it is.
4. I would also, perhaps, want an additional column/data on the experience of the person that created the campaign. I wonder if having more experience of crowdfunding plays a role in their success.