Anthony Pino

Module 1

2/17/2023

Crowdfunding Goal Analysis

A few things are of note when looking at data from looking at crowdfunding data in the sample set. One, summertime campaigns see a higher success rate as compared to other months. The same can be said for the number of failures to meet campaign funding goals. Two, majority of campaigns that were launched were either successful or unsuccessful; it’s rare that a campaign gets cancelled in the middle of its life cycle. Three, the standard deviation of number of backers in successful campaigns is quite a bit larger than those that had failed.

A potential limitation of the data could be the number of campaigns for theater are a lot higher than other categories, especially when compared to journalism. Not only that, art-type categories (theater, film & video and music) make up 69.7% of the total campaigns. It could be nothing, but it could signify a bias towards those type of categories.

A table that might shed some light on certain areas of the data set would be a pie chart. I added a pie chart to the first pivot table to see campaign category totals compared to the whole. Another that might be helpful would be a chart that compares campaigns that were staff picked to those that were not.