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Module 1 Challenge

With the given data, I can conclude that the theater category contributed the most to the grand total of both successes and fails. Although failing to meet the percent funded goal, theater and plays have seen the most success when broken down. Therefore, it can be concluded that new product launches in the theater category will have a higher chance of success overall. If content creators are looking for a popular category for a new project, theater would be a great start.

The mean of the backer's count is much higher for successful projects vs those that failed. The mean value under success is approximately 851, while under failed the mean is 585. In conclusion, the higher number of backers had a higher outcome of success. Without more interest in the project categories, it is difficult for creators to gain more interest, thus leading to an increase in backers and donations.

The time of the year does not affect the success of a project. With the data broken down by month, the total amount of projects ranges from ~70-90. There is a steady push of projects and content that is being released every month without much affect to how well it performs. The amount of success vs fail has a consistent range throughout each month as well. Content creators do not have to plan when a project would have a higher chance of success because it is fairly streamlined year-round.

A limitation to this data set is that there is no information on how long projects last. We can see how many products/projects launch month-to-month; however, we do not see the duration. Will success be measured solely from the donation amount and goal from the initial launch month? Will it be more accurate to measure the popularity throughout the entire project duration? Another aspect that is missing is if donations come in post launch of a product as well. Many products receive funding as it gains more interest; so, including this data would be helpful in determining which category has the most success in entirety.

I would also gather data to see the duration of each project and track the success by donations. With this data, I can create a chart to adjust the filters to look at individual categories to see their performance month-to-month. Instead of looking at their initial launch, I would be

able to conclude which categories draw the most interest long-term. This is helpful when content creators are looking for themes in the past projects because it will indicate which category will hold the most interest for a long time.