Challenge 1

Crowdfunding Analysis

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Given the provided data and the various exercises performed, we can draw several conclusions. Firstly, while journalism makes up the smallest category, it has a 100% success rate. This can be attributed to its very high number of backers making very small donations ($30.49). Another conclusion we can come to is that the most successful month for crowdfunding is July. A third and final conclusion is that the most popular crowdfunding efforts surrounded the arts noting that Film & Video, Music, and Theatre all had the largest number of crowdfunding efforts with their categories.

While analyzing the data for this challenge I did notice a few limitations. We don’t have the data to show how they presented themselves to the public. We may have been able to gather some important information on methods of advertising and presenting these efforts to the public that may help us communicate more effectively in the future.

Some tables/graphs that would have added value would have been to compare overall success rate for each category compared with the number of supporters. Some categories saw significantly higher average donations than others. Understanding why some supporters were willing to put such large contributions down would be helpful when initiating future crowdfunding projects. Another table that would be helpful would be to convert all the currency to a common denomination. We don’t get an “apples to apples” view of the efforts when the dollar amounts are not equivalent.

Statistical Analysis

For the exercise the mean seems to be a better summary of the data. There are quite a few outliers in the dataset that prevent the median from being a useful statistic.

Successful projects seem to show a much higher variability. I think this is simply to the fact that with unsuccessful projects the amount backed must be <100%. This contrasts with successful projects where there is no limit on how successful a crowdfunding effort can be with some exceeding 1000% of their goal.