KU Data Analytics Bootcamp

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Module 1 Challenge

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   * Given the provided dataset, we can draw the following three conclusions:
     + Theater, Film & Video, and Music are historically the most popular categories for crowdfunding campaigns.
     + Within all sub-categories, historically, plays are by far the most popular.
     + The most successful campaigns have historically been launched between May and July.
2. What are some limitations of this dataset?
   * Some limitations of the dataset include:
     + We are missing the last few years of data.
     + The categories and sub-categories are limited in their types-expanding these categories may give us more information.
     + We do not know what site the crowdfunding took place on, which would be very helpful information to know to see popularity/success rate based on site as well as category and time of year.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * Without converting the currencies to USD, the “average donation” data is going to be skewed and may lead to some false conclusions. Therefore, we could add a converted currency toUSD column and then analyze the average donation amount per country in a bar graph. This may help us to know how many donors a new campaign may need on average or could ask for on average based on their country.
   * We could also compare percent funded and goal amount to see what the relationship between goal amount and success rate is in a scatter plot so we would know what range of goal amounts are most likely to get funding.