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Crowdfunding Analysis

Homework, Module 1

Crowdfunding analysis:

Three conclusions that can be drawn from the charts of outcome by country and launch date include most/least successful launch dates, crowdfunding categories, and most popular subcategories. Based off the data provided, we see a higher amount of successful crowdfunding events in June and July with 55 and 58 successful campaigns respectively. Additionally, the data shows that January has the highest number (36) of failed campaigns. The most popular crowdfunding categories are theatre, film & video, and music. Theatre has the highest number of campaigns (344) with a 54% success rate. Lastly, the most popular subcategories are plays for theatre, documentaries for film & video, and rock for music.

Limitations of the data. Some limitations noted in this data is that the information has the most information from the US (over half) and does not include information from the most recent years (2020 - 2022).

In addition to this data, I would add a scatterplot with outcome by year so we can see overall trends of outcomes and engagement. I would also like to see rate of success for categories and launch date per campaign launched.