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**Module 1 Challenge**

**Module 1 Challenge Background**

* Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.
* To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success.
* For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

**Analysis**

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

* **Crowdfunding saw the highest rate of success (100% success rate) when goals were within the $15,000 to $24,999 range. Conversely, projects within the 10,000 to 14,999 range saw the highest rate of failure at 55.5%.**
* **Projects based in Great Britain had the greatest success rate overall - 58.33% of all projects based in Great Britain succeeded.**
* **The most successful project sub-category was Plays accounting for 33.1% of all successful projects.**

**What are some limitations of this dataset?**

* **76% of all crowdfunded projects were based in the United States, demonstrating that the United States is an outlier in the data set and accounts for over 3/4ths of all data.**
* **33% of all projects fell under the Category/Subcategory Theater/Play, demonstrating that that Theater/Plays is an outlier in the dataset and may be skewing some of the results.**
* **For Goal Groups, the “50000 or Higher” goal group contains 47% of all projects, despite only being 1 of 12 Goal Groups, which suggests that the “50000 or Higher” goal group contains an excessively high sample size.**
* **Since the dataset contains projects from 7 different countries over 10 years. Project goals and donations were recorded local to the country of origin’s currency in the year they were recorded and compiled together. Currency values fluctuate frequently, especially over the range of years used in the dataset.**

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

* **Average Donation per Category – Determine which category attracted the highest average donations**
* **Average Donation by Goal Group – Relationship between goal setting and highest average donation (Attainability)**
* **Outcome by Country – Determine how many projects were a success/failure/cancellation/live by country**