Garrett Bradley

Crowdfunding Analysis

Boot Camp

When it comes to the data that we were provided today we are noticing a couple of trends that stick out that can either make the campaign successful or can cause it to fail or get canceled. The first one I’m able to notice on the overall chart is that there is more success when all the data was compiled, and it shows that more campaigns were able to profit vs losing money or getting no money at all and canceling the campaign. The other thing I was able to notice is there no consistency in the amount of time given for each product. Now it can be hard to tell if a product was given more or less time whether it could be successful or not and because of that it could affect how things could turn out. The last thing I was able to notice is that theater/plays was the most successful campaign overall. While it had the most success it also had the most failed campaigns. So overall it seems like theater can be an easier market to be successful in.

The next thing to talk about are some of the imitations that we can notice about the data given to us. There are quite a few limitations when it comes to everything and one that sticks out to me is how many of the campaigns received donations and it seems to look like the campaigns that received higher donations were able to be more successful overall. Now there were some that received larger donations than others and still failed but overall, there was more success from the campaigns that received higher donations. Another limitation could be how everything is categorized. Some have a difference between music and rock or radio vs audio. Some of the things can limit what market they are categorized in thus showing everyone else how their product is perceived thus causing it to succeed or fail.

Some of the tables I may create or graphs to help show a difference in the successful campaigns vs the failed or canceled, would be how much they were able to receive in donations and how that either helped or hurt their outcome. Another might be on how much time each campaign was given and how the time given could’ve determined whether it was successful or not.