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Module 1 Challenge: Crowdfunding Analysis Written Report

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

1. Theater is the most popular crowdfunding category from 2010 to 2020 within the provided data set. Theater campaigns comprised 34.4% of the total campaign data set.
2. Although theater was the most popular crowdfunding category across most countries, it was not the most popular category across *all* countries. In Great Britain, film & video was the most popular category. Film & video campaigns comprised 27% of Great Britain’s crowdfunding campaigns in the data set.
3. Within the provided data set, September was the least popular month to kick off a crowdfunding campaign; September had the fewest campaigns created relative to other months of the year.

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

This data provides a very small snapshot of the overall crowdfunding market from 2010 to 2020, and may not be representative of the true state of the broader market. According to [**Fundera**](https://www.fundera.com/resources/crowdfunding-statistics#:~:text=Crowdfunding%20Statistics%3A%20Overview,worldwide%20crowdfunding%20campaigns%20last%20year.), over 6 million crowdfunding campaigns were kicked off in 2022. Let’s take a conservative estimate and assume that 1 million crowdfunding campaigns were created per year from 2010 to 2020. In that conservative assumption, then the sample of 1000 campaigns provided in the data set represents .01% of all campaigns over the past decade. To be more confident in our findings, we would want to see a larger sample size of crowdfunding campaigns.

Additionally, we are not given any information as to where this data was collected. It may have been collected from only a single crowdfunding website, which may contain a skewed population of crowd-funders and/or backers, which could further compromise our findings.

Finally, the dataset is missing data on other variables that can impact crowdfunding campaigns, including campaign marketing materials and strategy, and campaign messaging used to persuade backers to donate.

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

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| **Additional visualization** | **Value added by visualization** |
| Overall campaign success, fail, cancel rate | Conveys general chances of success for anyone who kicks off a crowdfunding campaign |
| Number of campaigns year over year | Shows whether the crowdfunding market is growing or declining in terms of campaign volume, which is a useful indicator for broader macroeconomic trends. |
| Number of backers year over year | Shows whether the backer market is growing or declining in terms of number of players |
| Average donation amount year over year | Shows whether the amount of money backers are willing to donate is growing, declining, or remaining flat year over year |
| Success rate among staff picks and spotlights vs. success rate among general campaign population | Shows whether the chances of campaign success are impacted by being highlighted as a staff pick or spotlight |
| % Success by category | Shows success *rate* by category (as opposed to success *counts*). Success rate normalizes for varying counts across categories |
| % Success by sub-category | Shows success *rate* by sub-category (as opposed to success *counts*). Success rate normalizes for varying counts across sub-categories |