Module 1 – Crowdfunding

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**1 – There are more “successful” crowdfunding campaigns than “failed”, “canceled”, and “live” combined. Over half of all projects reach their funding goal.

2 – Theatre projects are the most common by a substantial margin. However, they are not more likely to succeed compared to other categories.

3 – A large number of backers or a small goal does not guarantee success. Many campaigns with a low bar to clear or a substantial following ended up not being funded.  
  
**What are some limitations of this dataset?**1 – Currency is not standardized between projects. This skews data substantially, there is no consistent measure for project goals or amount pledged.

2 – Backer satisfaction is left out of the data entirely. A project that is funded but does not deliver a quality product could be detrimental to the success of future projects.

3 – The data on “live” campaigns seems suspect. They all have listed beginning and end dates with years between the campaigns. Why would a project that began and ended in 2010 still be listed as “live” when there is another “live” project that began and ended in 2015?   
  
**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

1 – Emphasis could be brought to the active length (date range between begin and end) of the crowdfunding campaigns. This could determine an estimate for how long a project needs to be active before it is likely to reach its goal. I would use a line graph that compares different lengths of time: 1-week campaign, 2-week campaign, etc.

2 – More could be done to examine the influence of the “Staff Pick” and “Spotlight” promotion for each project. Are goals more likely to be reached with this extra attention? If so, by how much? I would use a stacked-column chart with the four bars featuring the possible combinations:  
 Staff Yes, Spotlight Yes  
 Staff Yes, Spotlight No  
 Staff No, Spotlight Yes  
 Staff No, Spotlight No

3 – Once the “Currency” data is made consistent, seeing the average donation per backer visualized could be a great asset. If we can project how much each backer will donate, we can estimate how many backers we need to reach. I would use a line graph that compares campaign outcomes against the average backer donations.