Jacob Stryker  
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H.W. 1 (Excel) Write up

1.

1: The US accounts for large percentage of crowdfunding: Seeing this means that further research should be conducted.

The implications of this is of interest across multiple fields of study and enterprise. Do other countries not know about this form of raising money and if so, how can we inform them? Are there other ways of raising money for projects in these countries and if so, how successful are they compared to our crowdfunding?

2: Music is the most successful category.

The data shows that music is the most successful of our parent categories by a large margin. Should other categories emulate the strategies of musicians to increase chances of success?

3: Animation was 100% unsuccessful (prompting a new way of helping fund animation)

Is crowdfunding an effective tool for animators? If it can be, what was it that these campaigns got wrong?

2.

Data set limitations;  
- Limited exposure to quality of content being funded. Someone who is looking at this data has only the barest idea of what the project was. A more in-depth analysis of the context of a project could be beneficial  
- Does reaching funding goal actually always mean “failed”. Lack of follow up results. While the campaign has “failed” to reach the goal through crowd funding, does that mean that the project never came to fruition?   
- No mention of whether successful campaigns were profitable after the funding was completed. Follow up data would be very useful in assessing the data. Perhaps for more monetarily driven projects, a total earnings post funding data set would be useful.

3.

- Genres of music and likelihood to be “successful” (essentially more in depth sub categories)  
- Length of campaign X likelihood of “success”. Does the duration effect the results? If it does then how so?  
- A pie chart of genres and success would be “grabby” for someone just trying to skim the data.