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Excel Challenge, crowdfunding

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

Given the data available, the following are several conclusions I can draw:

* The majority of crowdfunding campaigns are successful
* Campaigns run between May and September are approximately 10% more successful
* Campaigns run between Sept and Dec are slightly less successful
* The vast majority of categories are something having to do with the arts.
* Theater is the most common category followed by film and video, and then music.
* Journalism is the smallest category, but all campaigns were successful
* The majority of campaigns in this data are run in the USAvast
* Data for 2020 is quite limited, and there is no data after that point

1. What are some limitations of this dataset?

* The source of the data is unknown
* This sample data is limited to 1000 projects, which is quite a small sample size
* Location is only broken down by country, and not state or city
* The data is only for a 10 year window from 2010 to 2020
* We don’t know if this data is from one particular platform (such as Kickstarter) or data across platforms.
* The data only contains information for 7 countries. It is unclear if only 7 countries participate in crowdfunding campaigns or if that is just a limitation of this data set
* China is the only non-Western country in the dataset

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

* We could look at number of campaigns based on location, and percentage of campaigns based on location
* We could look to see if there is a correlation between pledge amount and location
* Pledge amount based on category
* If there is a correlation between goal amount and pledge amount, and then view that data across location, and time. We can also look at that correlation against the outcome of the campaign and see if goal amount dictates outcomes
* We can look at goal amount across categories and see what the average, min and max goal amount for each category is. We can then use that to compare if
* Is this data from only internet/tech platforms or are there crowdfunding campaigns that exist outside of the digital world? How do those do compared to digital ones?
* Were campaigns were more or less successful if the goal amount was above average, below average, or near average?
* Is there a relationship between the goal amount and the success rate of the campaign? Does that vary based on category? Sub category?