Module 1 Challenge: Crowdfunding analysis

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organisations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organise and analyse a database of 1,000 sample projects to uncover any hidden trends.

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

The data given shows the most common crowdfunding campaigns were within the theatre category, more specifically in plays. Therefore, theatre attracts backers for campaigns. However, this did not necessarily mean that these were the most successful campaigns.

Secondly, this dataset indicates that crowdfunding campaigns launched in May, June or July were more successful, indicating an optimal time to launch a campaign be around May, June, or July.

Lastly, August and September show a steady decline in successful campaigns and increase in failed campaigns. This would therefore imply that campaigns in August or September are less likely to be successful and more likely to fail.

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

A data set of 1000 data is small and therefore does not reflect the status of the current crowdfunding and Kickstarter programs. This therefore is not an accurate representation of the trends currently occurring within the Kickstarter and Crowdfunding community around the world.

Additionally, it is noted that the majority of the dataset has been collected from the United States, therefore may not be relevant to other countries.

Finally, the dataset is from 2010 to 2023, 3 years out of date. Within the last 3 years this dataset could have been quite different. Therefore, this dataset does not show the current or most current trends of campaigns around the world.

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

A pie chart would easily show the outcomes of each category and give an easy-to-digest visual for the audience.

With the current data set, having a table and line graph showing the duration of each campaign and its outcomes may also help indicate the optimal time period of a launching and keeping a campaign live.