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Homework 1

Crowdfunding Analysis

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

Theater, Film & video, and music had the highest count of successful and failed campaigns for any of the parent categories respectively. In particular, plays had the most successes, fails, and cancellations. Even though journalism had the least amount of campaigns, all of their attempts were successful. The web showed pretty good campaign trends since their attempts were 3 times more likely to succeed than fail. Whereas science fiction was almost two times more likely to fail. March, May, July, and September were the months with the most successful campaign attempts. March, July, and September also had the highest failed campaigns (including January).

What are some limitations of this dataset?

Some limitations may be understanding staff picks affect on campaign success. Does the length of the campaign have an influence on success? Other features used to promote campaign attempts like theme or tone of promotional material for marketing and ads, and previously existing sponsorships or alliances.

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

- Pie charts to compare percentages and rates of success, failures, and cancellations.
- Maybe some scattered plots with bubbles or heat maps to be able to see success areas easier.
- Waterfall graph may be an interesting visual alternative to the line graph.