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Module 1 Challenge

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UT Data Analytics Bootcamp

Report on Crowdfunding Analysis

Key Conclusions

From the provided crowdfunding campaign data, three main conclusions emerge. First, success rates significantly differ by category, with "Film & Video" and "Music" showing higher success compared to "Technology" and "Journalism." This suggests that projects in certain categories are more appealing to backers. Second, categories like "Theater" and "Technology" exhibit higher failure rates, indicating these projects may face greater challenges, such as higher costs or less interest from backers. Third, the number of live campaigns can indicate emerging trends; for example, a high number of live campaigns in the "Games" category suggests increasing interest and potential future success in this area.

Dataset Limitations

The dataset has several limitations. Incomplete temporal data, such as missing or improperly formatted date fields, hinders accurate trend analysis. The lack of detailed backer information, including demographics and repeat backing behavior, limits insights into backer preferences. Additionally, the broad categorization of projects does not allow for detailed analysis, and more granular sub-categories could provide a clearer understanding of specific project types.

Additional Tables and Graphs

To enhance analysis, several additional tables and graphs could be created. An average donation per category table and bar chart would reveal which categories attract higher donations, offering insights into backer generosity. A time series analysis, using a line chart to show successful, failed, and live campaigns over time, could identify seasonal trends and the impact of external events. Sub-category analysis using a pivot table and stacked column chart would provide a granular view of project outcomes within broader categories. Lastly, a geographical distribution map or bar chart showing the number of campaigns by country would highlight regional differences in crowdfunding dynamics, offering valuable insights for campaign strategy planning.