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GW Bootcamp

Module 1 Analysis

Crowd Funding Conclusions

* Performing arts initiatives rely heavily on crowdfunding for support. Performing arts-focused campaigns (theater, film & video, and music) are the most common types of crowdfunding campaigns by parent category.
* Plays are overwhelmingly the most common sub-category of crowdfunding campaign.
* Based on success rates, June and July are the best months to create crowdfunding campaigns. August is the worst month to begin a campaign with the lowest number of successful campaigns starting in this month, and the highest number of failed and cancelled campaigns.

Data Limitations

* The sample size of some campaign categories is very small. If we want to assess rates of success and failure by category, having more data would give us a better picture of the rates of success of larger categories like theater and music.
* Related to sample size, doing analysis by sub-groups of sub-groups is difficult for example looking at categories within a country.
* The date created line chart only tells us one point in time in the campaign. The start date could impact the success of the campaign, but the end point, overall duration can also provide valuable information of when is the best time to start a campaign.

Additional Tables and Graphs

* Campaign success by date ended. This can tell us if the end period impacted a campaign’s success, for example, did it end during the holidays when people tend to be more giving.
* Assuming this means the campaign was picked by staff or displayed in a spotlight, does a chart of that relationship vs. success have any insight into what makes a campaign successful.

Mean vs. Median

For this data the median is better used to describe the number of backers for successful and failed campaigns. This is because both data sets are skewed to the right with extremely high backer numbers for some campaigns. In this case the median better represents the “typical” backer.

Variance

There is more variability in the number of backers of successful campaigns vs. unsuccessful ones. The variance looks at the spread of all data in a sample. For unsuccessful campaigns, there would be a tendency to be less spread or differences because the campaigns failed. Overall there would be fewer backers that would fall below what’s needed to meet a goal. On the other hand, successful campaigns could have exactly the right amount of backers or well over the number needed. These two factors means that there is less consistency in the number of people supporting and more variance.