December 21, 2023

Module 1- Crowd Funding

Written Report

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

Of the total number of campaigns (1000), 57% were successful while 37% failed.

From the dataset, we can draw a conclusion that theater is the most successful category for crowd funding, and more specifically plays have had the most success rate among the sub-categories. However, it is notable that plays also had the highest failure rate. As the runner-up for most successful category, film & video had a modest figure of 102 successful campaigns.

From the 10+ years of data available, campaigns that began mid-year had the highest number for success and failure. Notably, the average number of successful campaigns per month is approximately 47 while there were approximately 30 campaigns per month that failed.

* What are some limitations of this dataset?

The duration of the campaigns vary, which could skew the dataset, making it more difficult to draw an overall conclusion applicable to the entirety of the dataset.

There are multiple currencies utilized in the data, it would be ideal to standardize it to level the data analysis to have more precise figures.

Data from select countries are included in this dataset, limiting a wider data analysis (i.e. global).

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

Breakout by country for campaigns: highlight any specific categories that are popular by country to help strategize for future campaigns by measuring success/failure rates (table), assess by duration of the campaign time (bar chart), campaigns by country (pie chart), most popular category by country (bar chart).

Average rate of donors: We can use this data to create a line chart for successful / failed campaigns over time and we can see if there is a trend associated. Also can use a box plot to determine any outliers that could skew the dataset. We can also apply a bar chart to further analyze the success rate of categories and sub-categories.