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Crowdfunding Report

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Overall, it seems like successful campaigns often have more backers supporting the campaign and this seems to be proven when we look at the average of backers between successful and failed campaigns.
  + Another thing that I took notice of was that the most common campaign category was for plays. In the data, we see that the plays subcategory had the most amount of data and we can maybe infer that plays or even the overall theatre genre relies more on crowdfunding than other industries unless they were already backed by a community or corporation.
  + It also seems like crowdfunding projects with a goal of around $15,000 to $35,000 seem to have the highest success rate. This could infer that projects with a reasonable goal have a better chance of appealing to backers in comparison to projects with goals past $35,000. In our goal analysis, we see that projects with higher goal expectations have a higher failure rate as the goal increases which supports the idea that a project with a reasonable goal amount is most likely to succeed in procuring backers.
* What are some limitations of this dataset?
  + I think the obvious limitation of this data set is the data range. For crowdfunding websites such as Kickstarter and GoFundMe, 1000 campaigns seem like a small data set to analyze or to interpret given that a small data set can often skew results into being misleading which is what we see in our data set. In this specific data set, we see that parent categories such as the journalism section have a 100% success rate but when we look at the data further, we can see that this section only had 4 projects under it while other parent categories had over 100 projects where we see a mix of both successful and unsuccessful projects. Additionally, the data was collected disproportionately from each category and country which makes any conclusion made from this set unreliable.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + I think it would be beneficial to possibly also make a table that compares each subcategory with their respective monetary goals and backers. This would provide a better insight into why some categories may have a higher success rate. For example, if most of the projects under the journalism parent category had smaller goals in comparison to other categories, it may explain why journalism projects had a higher success rate.