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Data Analytics & Visualization Boot Camp

Module 1 Challenge

December 2022

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Theater projects seem to be popular to launch, representing nearly 35% of the total number of projects.
  + Plays are by far the most plentiful projects, making them both the most successful and unsuccessful subcategory.
  + On average, the summer months of June and July are the most successful time to launch a project, unless it was 2020, in which case very few projects were even launched.
  + The US had the most projects launched making up 76% of the total.
* What are some limitations of this dataset?
  + The titles and descriptions in the data do not seem to match what the dataset is about, so discerning the actual types of projects that are successful is difficult.
  + No information on what was received in exchange for the contribution to the project. Was it something tangible or of value? Or a name in the credits?
  + No normalization of the currency, so percentages may not reflect the actual value of the money donated to the project.
  + No information about marketing spend or avenues that would contribute to broader exposure and its impact on success rates.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Impact of a project being a **staff-pick** or **spotlight** on success rates. This is the closest we have to whether additional emphasis on a project would impact success.
  + Average donation by category to see which had the highest dollar amounts contributed and if that impacted success. This could help indicate where the most money is being spent.
  + Breakdown of project status success by country to help target your project to the audience that may be most interested.
  + Average backer count by category and subcategory to see which had the broadest appeal based on audience count. Were the donations spread across a broad population or was it due to a few higher paying contributors?