Crowdfunding Analysis

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   1. From this data, we can see the most popular category utilized crow founding to launch new products. Overall, it makes up 17% of the category in which there are 9 categories. When looking deeper in the theater category we see that the success rate is very unstable as sometimes there are more failure kickstarts than successful ones. We can see that Theater success rates peak in June and then quickly falls. This shows use that theater is a very risky kickstart as it can go from very successful to not in a span of 2 months. Chart, line chart

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   2. Overall, we see that people are more optimistic and entrepreneurial during the summer months. Maybe it is due to the weather change which incentives people to go out more.

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* 1. Another very interesting conclusion or observation we can make from the data is that kickstarts in 2020 were non-performant. Here we see the lack of incentive for kickstarts, and we can furthermore see that the only 2 kickstarts both failed. This was at the very beginning of covid. During this 1 month of covid data, we can compare it to the average data for the same months. from2010-2019. Here we see a huge difference in just one month. Here we see that the total data is 49 success, and 34 failed. Now if we average it for one normal year it would mean that in January usually, 5.4 kickstarts sucked and 3.8 fail. Therefore, we are able to see the difference kickstarts have in a stable and no-stable economic month.

Table

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1. What are some limitations of this dataset?
   1. Here we do not know the in-depth meaning of success or failure. There is some information about how successful a company is that would be nice to analyze. Furthermore, we don’t know how much funding each company put into their kickstarts so therefore we can’t know if the reason the kickstart failed is either because of a poor economic environment or if the owner messed up. There is too little data to know if in fact these companies were well designed for the market or not.
2. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. I would have liked to look at how weather affects the kickstarts and I would have liked to have a table in which we could filter the country with Rows as months. Therefore, I could have Checked the effect of weather on these kickstarts. I would have looked at a country with drastic differences in seasons, such as Switzerland. Winter temperatures in the cities are of 0°C (39°F) and during July, which is the hottest month, it is around 24°C (75.2°F). Then I would have compared the success rates.
   2. We could have had more data analyzing each sub-category. One subcategory could have had only success and the other one only failure bring the average to a middle which does not show the potential of the market for the subcategory.
   3. We should have had graphs that focused on funding versus success rates. Furthermore, would have also liked to see which category needs more funding.