Data Analytics Boot Camp

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Crowdfunding Module Analysis

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + In general, more campaigns succeed than do not succeed (see Tab 002).
  + Campaigns over theatre, film/video, and music are the most popular (Tab 002).
  + Campaigns involved journalism and technology appear to have a significantly higher chance of success (Tab 002).
  + There is a general spike in activity during the Summer months, but it simply relates to more campaigns existing and doesn’t seem to influence their success.
* What are some limitations of this dataset?
  + It doesn’t include data on key success factors such as whether the campaign operators had previous business experience, product experience, or campaign experience.
  + It doesn’t delineate between the goal amount and the least amount that would result in a viable product.
  + It seems to equate success with exceeding the funding goal, but that might not be an appropriate measure of success. For example, some would consider success to mean ultimate delivery of the product.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + It would be helpful to determine what impact the length of the campaign had on its chances of success.
  + We might want to analyze whether the Staff Pick and/or Spotlight features had a measurable impact on success.
  + We might want to determine whether campaigns in different geographical areas had a different chance of success.
  + It could be interesting to determine if the amount funded per backer had a measurable impact on success.