UPenn – Data Science Boot Camp

Module 1 Challenge

Crowdfunding Kickstarter Trends

Mohamedmehdi Khaku

### Background

* Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.
* To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success.

### Analysis

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

* Based on the data provided, we can conclude there have been more successful campaigns (565) then failed crowdfunding campaigns (364).
* We can further say that successful campaigns have typically had more backers based on both the median (201 vs 114) and mean (851 vs 585).
* Additionally, we can see that the highest percentage of success (100%) was for campaigns with goals between $15,000 to $24,999 and $30,000 to $34,999.
* We can further say that goals with neither too high (equal to or greater than 50,000) nor too low (less than $14,999) we more successful.
* Finally, we can the parent category theater and sub-category plays had the most number of successful campaigns at a count of 187.

# What are some limitations of this dataset?

* This is a sample dataset not a comprehensive list of all crowdfunding campaigns.
* This is primarily quantitative not qualitative data, to better understand why certain projects are not meeting their goals, one would need to study other aspects of the project such as market buzz of the product, usefulness of the product, etc.

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

* Another graph that we could possibly create would be a pie chart based on either the parent or sub-category, and a count on the number of projects not the number of backers. This could provide a more visual view of the types of projects being funded, how many in each category.
* Another chart could be based on average donation. Again, either pie or bar chart. This will give a better view of amounts donated per backer vs backer count like the other graphs. You can then filter for category and see if certain categories although have more backers, the average donation is smaller.