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Module 1 Challenge

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. Based off the data, crowdfunding campaigns have a success rate of around 57%. Certain Parent categories were more successful than others with Journalism receiving a 100% success rate (small sample size) and Games receiving a 44% success rate at the lowest end. The country itself had little impact as the range is from 50%-58%, with US having the bulk of the campaigns at 763/57% success rate.
   2. For sub-categories, certain genres performed better than others in the same parent category. For example, in the film & video category, television campaigns performed the best with a 65% hit rate and science fiction performed the worst with a 36% hit rate.
   3. Depending on when the campaign started, there seems to be some affect. Those started in August, had the worst hit rate of 49% whereas those started in June had a hit rate of 64%.
2. What are some limitations of this dataset?
   1. Some limitations of this dataset are it does not account for all factors that play in to whether or not a campaign fails or succeeds. The biggest example of this would be advertisement such as how much money/time spent advertising for the campaign compared to others. Another could be what happens after the pledge/goal is reached for each campaign. Did the company produce for what it was campaigning for? For those companies that came up short, were they able to do anything with the funds received?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. A table/graph comparing goal size vs outcome. This would provide insight into whether a smaller goal campaign is more successful vs those asking for large amounts.
   2. A table/graph using the staff pick and spotlight data vs outcome. This could give some insight into whether a campaign being “boosted” by the website/staff leads to a campaign being more successful or not.
   3. A table/graph comparing backer\_count/average donation vs outcome. This could provide some insight into whether having more backers is better than having less backers but higher donation per backer.