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Module 1

10/21/2024

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + According to this dataset, plays host the most crowdfunding campaigns
  + While the subcategories of audio and world music rarely host crowdfunding campaigns, their respective campaigns held the highest success rate of 100%. It can be said that more businesses within the industry of audio/world music should host crowdfunding campaigns
  + Compared to other months, July is when most campaigns were conducted. As a result, July is when most campaigns were successful. It may be inferenced that, since over 75% of the examples in this dataset were hosted in the US, people are more likely to participate in activities (concerts, plays, etc.) when it is warmer outside. This could be a good indication of when to host a campaign
* What are some limitations of this data set?
  + As stated before, over 75% of examples of crowdfunding campaigns (763 out of 1,000) were hosted in the US. If the company who gathered the data plans to launch a campaign outside of the US, this could lead to a problem. The data set is not a great indication of how other developed countries conduct crowdfunding campaigns
  + Since most of the campaigns involved plays and theatre (344 out of 1,000) that of course takes the focus away from the other categories in which fundraising is held. Other than the indication that plays are heavily involved in crowdfunding and how they are received, it does not provide much other insight. Maybe the dataset was curated purposely to have a focus on plays, but if the potential campaign that’s held after analyzing this data is outside of the theatre industry, over one-third of this data can be considered irrelevant
  + Finally, this dataset only focuses on campaigns launched in 2010-2020. There are most likely successful campaigns launched outside of this decade that could be helpful to study
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + It could be insightful to have a graph featuring “country” and “outcome” on the X axis and “outcome” under column and value. After a bar graph is created, it gives a representation of the number of failed, successful, lived, and canceled by each country

EX: