Nicolette Sorensen

Week 1 Assignment

Written Report

Analysis Part 1:

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

1. Crowdfunding campaigns are generally more successful than not in all months.
2. The parent category of “theater” is by far the most popular crowdfunding category and is more successful than not overall.
3. The sub-categories of mobile games and science fiction fail more often than they are successful overall.

What are some limitations of this dataset?

Some limitations of this dataset in particular is that we do not know where this data came from. Was the data pulled randomly via a program? Was the person pulling the data more interested in determining the success of theater/plays than any other category and perhaps that is why the theater category has so much more data to pull from? Are the mobile games and/or science fiction category representative of all crowdfunding campaigns in those sub-categories over the given time period or just a small, random sampling, and therefore corrupting the overall conclusions we have drawn about their success?

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

A pie chart could be especially useful in determining what percentage of the data is assigned to each category. It would make it easier to determine how large or insignificant a particular category/sub-category is compared to others. A table that shows the average backer contribution versus the success rate and/or outcome of a given campaign could also be indicative of whether the average backer contribution significantly contributes to or affects the success of the campaign (could a campaign with many backers contributing a small amount be the same, less, or more successful than a campaign with few backers contributing large amounts?).