Olivia Bedford

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Crowdfunding Analysis

1. **Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?** First, we can see that backers are most interested in visual or audio projects that involve entertainment or information, such as theatre plays, music, and film and video. Backers were least interested in journalism, photography, and games. Second, we can see that projects created before or during the summer months (May-July) were overall more successful than projects created in late summer through winter (August-December). Third, companies whose financial goals for their crowdfunding project were larger ($15,000-$35,000) had fewer backers but the highest rates of success (80-100%), while companies with lower goals ($0-$10,000) had the most backers overall, and whose success rates were between approximately 50-85%.
2. **What are some limitations of this dataset?** This dataset does not give us insight into each company’s nature, goals, products or services, nor does it provide specifics of their crowdfunding projects or marketing strategies. If companies had provided the method of advertisement, demographic information on their donors, two or three primary keywords to describe their company, the target demographic for their projects, and perhaps even the length of the text on their crowdfunding pages, would give greater insight into the particulars of the success or failure of their campaigns.
3. **What are some of the other possible tables and/or graphs that we could create, and what additional value would they provide?** Pie charts of the most and least successful projects, or perhaps a graph describing the relationship between the number of investors and the parent category, would be beneficial to see what kinds of projects donors are most interested in funding. Additionally, a table describing the correlation between dates for opening and closing donations to the projects and the success of the project would provide insight into more or less effective timeframes for receiving donations. Lastly, a table showing correlation between most-used keywords in the companies blurbs (such as “cross-platform,” “group,” “intangible,” “downsize,” “organic”) and the number of donors would show which keywords are most attractive and intriguing to prospective investors.