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Crowdfunding Report

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

* The majority of the crowdfunding projects seem to be based in the US (763 projects), with Italy and Great Britain having the next largest amount of crowdfunding projects (40 projects for each).
* Out of all of the projects included in this dataset, “theater” had the majority of projects, followed by “film & video,” then “music.”
* These very robust categories seem to have almost a 50:50 ratio of success to failure.

What are some limitations of this dataset?

* The data provides a lot of insight to possible trends and correlations (XXX), but it lacks context. It is difficult to make concrete conclusions about a dataset without having the fundamental knowledge of things like the population of people that the campaign was targeting in terms of perspective donors, whether the unsuccessful campaigns failed because they were poorly advertised to the backers or because the campaigns themselves did not actually speak to the targeted population. Is the data skewed in one way or another because of the “canceled” projects? Were those projects canceled because they were not trending in a way that signaled possible success, or were they canceled before they could reach their possible inevitable point of failure, in that case, falsely lowering the “canceled” project data?

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

* A table and graph that highlighted the relationships between the outcome of the project and the number of backers may have helped as well. This could give insight into whether the stated goal was a deterrent for some people when it came to donating. If the goal was loftier, were people more reluctant to put their money into it if they thought there was a possibility the project would not be able to reach its goal and be successful?