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Module 1 Challenge

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

The first conclusion of the crowdfunding campaign is that entertainment (e.g., film & video, music and theater) are the types of campaigns that have the most successful campaigns compared to the other categories and therefore could be considered the types of projects the general public desires to see. The second conclusion is that, even though theater has the most successful campaigns, it also has the most failed campaign and therefore could be almost considered a “boom or bust” project to undertake. The third conclusion is that games may be a difficult campaign to find success in and that some serious research and work should go into building the campaign before putting it out to the public.

What are some limitations of this dataset?

A limitation I’m thinking about is, as mentioned above, there is a much larger amount of film & video, music and, even more so, theater campaigns in this dataset. I would like to know the reason behind that and understand where the data was taken from because this may not be showing an accurate picture of crowdfunded campaigns. Another limitation I noticed is that not all of the currencies are USD. The simple solution is to create an extra column for a conversion to USD. But since these are taken over an extended period of time, that would involve finding historical conversion rates and that would be quite time consuming.

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

I think another possible visualization we could create would include backer count. I think this would help paint a picture as to what the general population of this dataset is perhaps more interested in. Another visualization I think would be helpful, would be a bubble chart to help visualize the extent of the goals that some of these campaigns have set for themselves to see if there is a correlation between having perhaps too high of a goal that could result in failure.