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Challenge 1 - Report - Crowdfunding Datasheet

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

* Arts related projects make up for the majority amongst the listed crowdfunding campaigns, as *theater, music and film & video* categories are the most populated, with the sub-category *plays* outnumbering all others by a significant amount, which might be a reflection of a highly engaged audience that’s aware of the difficulties faced by this sector in acquiring funding from more “traditional” sources. On the other hand, journalism related crowdfunding projects are not very common, although its 100% success rate (4 successful projects out of 4 total projects) suggests that there’s a high potential for growth;
* The highest cumulative percentage of successful projects lies between $15,000 and $35,000 goals. On the other hand, goals higher than $50,000 are not usually achieved, which might indicate a theoretical threshold for the presented scenario. This can be due to skepticism on part of the backers that more expensive projects won’t reach completion, with the $15,000 to $35,000 range representing a more realistic goal that inspires a sense of confidence on the backers. Although, further investigation is needed to prove this hypothesis.
* Most of the listed projects are based in the US, which can be due to it’s large population, as well as an earlier adoption of the crowdfunding model by the country if compared to the rest of the world.

1. **What are some limitations of this dataset?**

* The average donation might be influenced by high- or low-end outliers. That said, the addition of a median donation field might allow for better data interpretation.
* Another limitation is the lack of data on the geographical distribution of donors for each of the listed crowdfunding projects, as it would allow for the creation of more assertive targeted marketing campaign in future campaigns.

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

* Bar chart of average donation vs sub-category filtered by parent category:
  + Determine the category/sub-category of donations that people are more inclined to contribute substantial amounts to.
* Pivot chart with average donation vs number of successful projects filtered by country:
  + Determine the nationalities that exhibit a greater propensity towards contributing substantial amounts.
* Bar chart of category vs success rate:
  + Determine the categories that exhibit a greater propensity of success.
* Line graph of year vs number of projects:
  + Determine the growth/decline in popularity of crowdfunding campaigns throughout the years.
* All time bar chart of company vs success rate:
  + A track record of successful/failed projects might influence donors to contribute more or less to certain campaigns of specific companies.

STATISTICAL ANALYSIS: For the statistical analysis justification see the **“Statistical Analysis”** tab in the excel file.