Robert Rose

Module 1 Challenge – Report

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + The arts-related topics (theatre, plays, music) appear to have the most crowdfunding campaigns. They also have more successful than failed campaigns, although their success rate isn’t necessarily the highest.
  + The most successful time to run a campaign overall is in July, but when you break it down it could differ depending on what category. For example, the non-arts seem to have their most success in the spring.
  + Rock is not a popular campaign in Australia. 100% failed or cancelled.
* What are some limitations of this dataset?
  + Currency conversion. It appears that we take amounts in certain currencies and compare them 1:1 against each other.
  + We don’t know how the campaigns were done. Whether the crowdfunding campaigns were online or otherwise. Also, if they were online, there are many competitors that facilitate the campaigns, it might be useful to know which ones were used.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Which categories regularly overperform in their crowdfunding? Conversely, which categories regularly underperform.
  + Which categories attract the highest average donations?
  + Which categories have the highest amount of individual donations, regardless of amount?
  + What companies are the best at fundraising? There are some duplicate companies listed in the data so this could be relevant.
  + Success rate table by category/subcategory filtered by country.
  + Trend chart across the years based on success rate to see if the population’s interests are changing over time.
  + Does the day of the week or the part of the month you kick off/end a campaign influence success? We could chart for that by finding out which days those campaign dates fell on and create a pivot/graph for that.
* Use your data to determine whether the mean or the median better summarizes the data.
  + I would think that median in this case might be better since the variance is so high. There are more outliers ABOVE the median.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + It seems there is more variability with successful campaigns. Hard to say if this “makes sense” but I suppose it could make sense simply because it appears some high value contributors greatly help a campaign get over it’s goal.