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Crowdfunding Report

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

Campaign Season: The data shows that crowdfunding campaigns initiated in June and July tend to have higher success rates. This suggests that maybe summer months are good for meeting funding goals.

Campaign Category: The analysis reveals that there is a high correlation between sub-categories and success and failure rates. Audio and world music tend to do well, and science fiction does not – having failed in all of its attempts.

Category Performance: The dataset indicates variations in the success rates across different campaign categories. By comparing the success rates of various categories and subcategories, we can identify which sectors are more likely to attract funding and tailor strategies accordingly.

What are some limitations of this dataset?

Missing Variables: This dataset lacks certain variables that could provide deeper insights into campaign performance, such as: marketing strategies employed, campaign updates, or the creator's previous experience with crowdfunding. The lack of these variables limits the scope of analysis and the ability to make comprehensive conclusions.

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

Funding Progress Over Time: A line graph showcasing the funding progress of successful campaigns over time would provide insights into the funding patterns. It could reveal trends, such as initial and final funding surges or lulls, helping campaigners optimize their strategies.

Backer Geography: A pie chart or a map visualizing the geographical distribution of backers would provide valuable information on the campaign's reach and identify potential regions for targeted marketing efforts.