

# Module 1 Challenge Data Report

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

A: First conclusion: Game crowdfunding is risky across all years recorded, often having fail rates greater than or equal to the success rates in each month. Second conclusion: Despite their risk, game crowdfunding projects aren't backed out of. Across all of the data, there were no cancellations for game crowdfunds. Third conclusion: Theater-related crowdfunds, which are only plays in this case, were the most abundant crowdfund during the time frame that the data was gathered (or perhaps, it just happened to be the category most recorded). Plays account for 344 of the 1000 crowdfunds gathered, making up a whopping 34.4% of the dataset.

Q: What are some limitations of this dataset?

A: One limitation is that for some categories, the data set is extremely small. For example, when I was looking at the data for the 'games' category, there were only 48 crowdfunds in total. Around 183,000 mobile games exist on Apple's app store alone (according to Google), and I am almost certain that more than 48 of those were crowdfunded, meaning that this data set isn't close to being representative of all crowdfunded games. Additionally, the blurb does not convey the full story of the crowdfund. A big part of these crowdfunds are the images and full descriptions/stories, which is not captured here. Having these on hand would contextualize our data better.

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

A: Creating a table that shows the outcomes by staff\_pick and spotlight would be nice, as it would show us if none, one, or both of these properties correlated with more successes in outcome. A table that would also provide additional value is a table showing the goal, percent funded, and average donation, filterable by year and parent category. This could give some insight into how funded crowdfunds get in relation to their goal, helping future crowdfunders set an appropriate goal.