Module 1 Challenge

Crowdfunding Outcomes Data Analysis

1. What three conclusions can we draw about crowdfunding campaigns based on the dataset?
   1. Theater related projects are the most prolific parent category.
   2. Plays are the most prolific sub-category, outnumbering the next most numerous, rock music, by more then 4:1.
   3. Most projects are successful (average 56.5%, max 63.2%, min 48.24%).
2. What are some limitations in the dataset?

* The biggest limitation is age and limited sample size. The dataset is only inclusive of projects from 2010 to 2020.

1. What other data visualizations are possible from the dataset? What value would they provide?

* We can also visualize the average donation by category and project success rate.
* Graph goal against outcome: does goal impact success? Is asking setting a loftier or more conservative goal more likely to render success?
* Graph categories against backer count: which projects are people more likely to get behind?
* Visualize project category against high success outcomes (exceeding goal)
* Graph currency against outcome: are certain categories more or less likely to succeed?
* Create and graph new ‘super categories’ – e.g., technology, entertainment, food, hobbies