Stefan Shover

Module 1 Homework

1. First, more than half of all crowdfunding campaigns are successful. Second, most campaigns become successful in July so that might be a good month to campaign for money. Finally, the theater parent category is has both the most successful and most failed campaigns.
2. With the current data set, we are not able to compare funding for each project because the donations are in different denominations – we could look up exchange rates to help aid in this comparison. Another limitation is that we don’t see the marketing campaign description on the webpage. Someone’s page could be just “give me money” and another could give a Ph.D. level dissertation about the challenges of some noble cause. These methods are likely to lead to different funding levels which is not taken into account in our data set.
3. I would add a conversion rate to a common denomination. That would allow us to determine a number of key statistics such as which categories and sub categories have the highest goals? Are higher goals indicative of lower chances of success? Which categories and sub categories have the most value through donation relative to others.