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UCI Bootcamp

Crowdfunding Project Report

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1. Three conclusions that can be drawn from the data provided in this exercise are first, that the most popular fundraising events fall into the categories of theater, music, and film & video. Second, that among the subcategories, plays are by far the most popular form of fundraising. And finally, that most successful campaigns are conducted during the months of May, June, and July.
2. The most glaring limitation in my opinion is that the money raised isn’t really comparable because it’s all in different currencies. There are US dollars, Australian dollars, British pounds, euros, Danish krones, and Swiss francs. Because the fundraising took place over many years, it would be difficult to convert these currencies after the fact. There seems to be some useless information, for instance, the column labeled blurb doesn’t have any similar values. Each value is unique and so doesn’t provide any additional ways of categorizing that could be helpful.
3. Creating a table that sorts by country could or currency could be helpful. There could be a chart that compares fundraising efforts of one currency type, filtering out the others, so one could look at each independently. Also, a table or chart that compares what percentage of fundraising efforts were successful across different categories or sub-categories could be very insightful. Even though there are far fewer efforts in the technology category, almost 67% of them are successful, compared to funding efforts in the theater category which are only 54% successful. This despite the fact that there are 3.5 times more fundraising campaigns in the theater category than in the technology category.

Bonus Statistical Analysis

After completing the bonus analysis, I determined that the median number of backers in both successful and failed campaigns best represents the data. There are a small number of campaigns that had a large number of backers and that seems to skew the mean. Most campaigns have a relatively small number of backers. The median falls far below the mean in both cases for this reason.

The number of backers in a successful campaign is far more variable than that of failed campaigns. I believe this makes sense because a failed campaign is going to have zero backers as a lower-bound and then the goal as its upper bound. These boundaries are far more finite that that of a successful campaign where the lower bound is the goal and there is no upper boundary that limits the number of backers. It could continue to rise for as long as the group chooses to collect donations.