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Its my Georgia Tech Week 1 Homework!

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

Crowd funding campaigns are an effective method for fundraising when used correctly.

Despite this, crowdfunding struggles to turn successfully funded goals into live projects. If the goal is to raise funds then crowdfunding appears effective. If the goal is to launch a project, consider only 2% (14) of successfully funded projects (565) went live in a 10 year period.

Crowfunding has seasonal market behavior. The end of June and early July are great months to launch a crowdfunding campaign with (55-57%) success rates. Wait too long however and your crowdfunded project will struggle as August has one of the highest fail rates and the highest cancel rate.

* What are some limitations of this dataset?

It is all quantitative data. there is no qualitative data. this means we have no insight into what kinds of campaigns were effective with which audiences. We have great insight into what the results were, but no insight into why they successful or unsuccessful.

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

Pivot table: outcome in columns, percent funded in rows, and count of outcome in values.

This pivot tells us that crowdfunding campaigns fail because they ask for too little. The live projects needed a minimum of 127% greater than their fundraising goal to convert from successful fundraising to a live project. Further analysis could be done on the distribution of live projects if the data set was larger.