**Written Report Exel Challenge**

Three conclusions that we can draw thanks to this dataset and the charts made with it, are:

·        Thanks to the pivot table created relating the count of the outcome to the parent category we can see that: theater is by far the Parent Category that has the highest number of Crowdfunding followed by Music and Film&Video. Theater is also the one with the most successful crowdfunding but it’s not the one with the highest rate of successful ones, in fact Journalism has 100% of successful crowdfunding followed by technology.

·        Plays results, as we might expect, to have the overall highest numbers of crowdfunding and also the highest number of successful ones. Documentaries and Rock stand out as second and third highest number of crowdfunding suggesting that they are the most relevant sub categories of their own parent categories. Also might be useful to mention that besides Audio and Web Music the web sub category, that scores 100% of success rate facing 0 failed crowdfunding, the Web sub category is the one that shows the highest rate of success. Suggesting that the crowdfunding involving the web world are the most likely to succeed.

·        Lastly we can conclude, by analysing the pivot chart relating the outcome and starting date, that during the first and second quarter of the year the trend of successful and failed crowdfunding remains steady, besides an increase during the month of June but during the third half we can see a pick in successful crowdfunding during the month of July followed by a significant drop in August that also shows an increase in failed programs. For the last quarter the amount of successful crowdfunding remains more or less the same with a little drop at the end of the year, that on the other end has also the highest amount of failed crowdfunding amount that increases trough the all last quarter. With this chart we can also understand when is the optimum time to start a crowdfunding in a specific category.

This dataset may be limited by the lack of specifics on how the different crowdfunding are run, we don’t have any data to assess if the donation received is of a specific amount or if it was the backer that decides how much to offer. That might give us a better understanding of which one of the two modalities resulted to be more effective and in which category.

Also we are missing data stating if the crowdfunding was run: online, in person, during events for example, or maybe both. That could make us understand like before what campaign is the best for a specific target category or sub category.

Lastly, data on, if the crowdfunding was made by a company or a private, might be coming handy for more correlations of data depending on the goal of the analysis that we want to make.

Another tables and charts that we might want to analyse is the one that relate the length of every crowdfunding to every category in order to understand which is the optimum amount of time that a crowdfunding of specific category should take or the one relating the Goal, number of backers and Parents Category in order to see which are the ones that got the backers more interested in.