

**BOOT CAMP**

**DATA ANALYSIS**

**CHALLENGE #1**

**CROWDFUNDING GOAL ANALYSIS**

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**REPORT**

This report is an analysis of Crowdfunding Goal analysis aimed to show the possible investor the historical data by Industry category, subcategory, date of creation, and founding goal.

With this information, the possible investor could have historical information about the projects around the world and in different currencies.

Each project was qualified according to the following status:

* Successful: if the project has Percent funded over 100%, the pledge was higher than the goal.
* Failed: if the project has a percentage funded less or equal to 100%, the pledge was less than the goal.
* Canceled: if the project has been canceled, do not care if the pledges were higher or less than the goal, however, you must notice that any project canceled exceeds the goal, although some of them were so close to getting the goal pledged.
* Live: if the project is currently on live although the deadline date has been arrived.

According to this, we can find the status by industry category concluding that the theater industry has the most projects registered, with most projects successful, failed, and canceled, followed by Film Video, and music.

Following the same tendency, the status by subcategory shows that the plays (Theater category) are the subcategory with more projects successful, failed, and on life.

Unfortunately, both graphs show all the statuses in the same bar, doing the user can’t identify the tendency by the status of the project, my suggestion will be to split the graphics by status and have 4 graphics by status identifying the tendency.

Also, we include in the report a graphic that shows the status of the project by month created, with the opportunity to filter by year and by country. This graphic shows the tendency by month status, identifying that in July there are a higher number of projects successful, since in August drop it increased the number of projects that failed and canceled.

However, this tendency is over the years and the countries, the good news is that you can see if this tendency changes by selecting a period (several years) or in a year and country in particular.

In the last graphic “Outcomes based on goal”, the possible investor could identify by ranges of goals what the tendency. In this case, the projects with less amount of goals, the tendencies are close for projects failed and successful, The same case with projects with a higher goal of $50k where the projects failed are higher than the projects successful, and the projects canceled increase, which means that you risk increase in a goal range of more than $50 k and less of $15 k.

The last part of this report is regarding the statistical analysis where we can conclude:

1. The mean of the projects successful is 851.14 and the median is 201. The mean as a measure of tendency doesn’t represent the data since there are outliers that increase the mean and the standard deviation that represents the es differences between the data is higher. The 75% of the data is between 127.5 and 1288.5
2. The mean of the projects failed is 585.62 and the median is 114.5 The mean as a measure of tendency doesn’t represent the data since there are outliers that increase the mean and the standard deviation that represents the es differences between the data is higher. The 75% of the data is between 38 and 789.5