Module 1: A Written Analysis of the Results
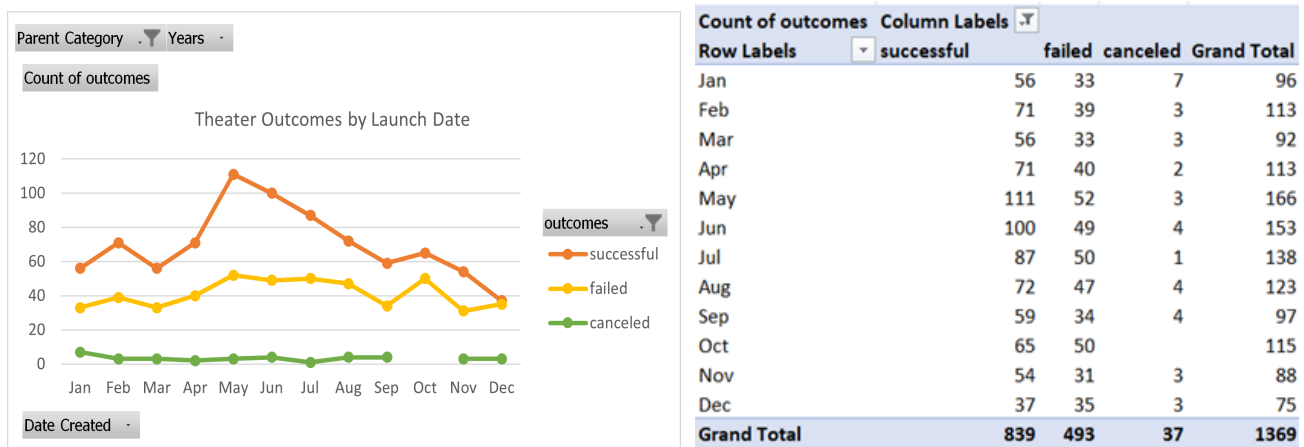
Caitlyn Castillo

U of A Bootcamp

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Overview of Project

Louise Playwright is a client that requested a deep analysis of entertainment crowdfunding data to help her own future campaign. Louise requested over 4,000 different data points to be analyzed, and for the team to create visualizers of the factors that make or break a crowdfunding campaign. Factors include launch date, deadlines, country, spotlights, categories, and subcategories.

Analysis

Count of outcomes	Column Labels			
Row Labels	successful	failed	canceled	Grand Total
Jan	56	33	7	96
Feb	71	39	3	113
Mar	56	33	3	92
Apr	71	40	2	113
May	111	52	3	166
Jun	100	49	4	153
Jul	87	50	1	138
Aug	72	47	4	123
Sep	59	34	4	97
Oct	65	50		115
Nov	54	31	3	88
Dec	37	35	3	75
Grand Total	839	493	37	1369

The first factor that was considered to impact the outcome of a campaign was the date it was launched. It was theorized that later in the year would cause more campaigns to fail, based on the lack of available funds per household due to holiday spending. Data was taken and tracked, as shown above.

While December launched campaigns had less success, there were also less campaigns launched, and no more failures than other months. The average fail rate of the other 11 months was approximately 35%, while the fail rate of December is 46%. This December rate is elevated; however, this may be due to December having the lowest number of campaigns launched, not that failure is more likely. One major conclusion that can be drawn on date as a factor, the date Louise launches her campaign does not have a significant impact on her possible success.

Outcomes Based on Goals
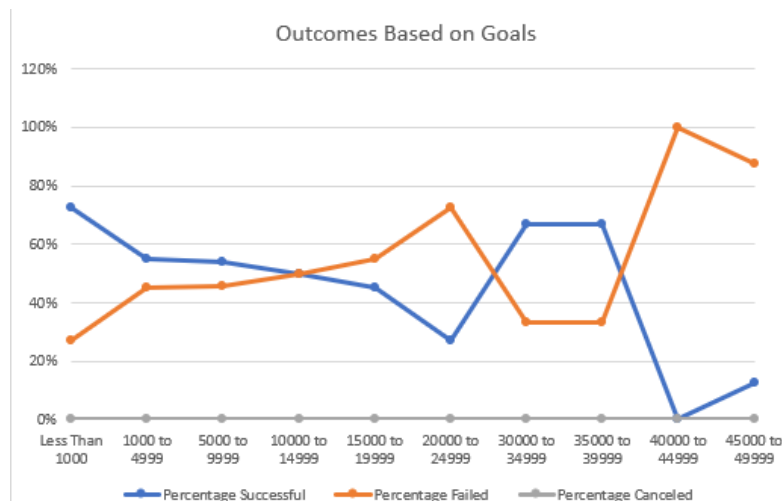
Goal	Number Successful	Number Failed	Number Canceled	Total Project	Percentage Successful	Percentage Failed	Percentage Canceled
Less Than 1000	141	45	0	186	76%	24%	0%
1000 to 4999	388	146	0	534	73%	27%	0%
5000 to 9999	93	76	0	169	55%	45%	0%
10000 to 14999	39	33	0	72	54%	46%	0%
15000 to 19999	12	12	0	24	50%	50%	0%
20000 to 24999	9	11	0	20	45%	55%	0%
30000 to 34999	3	8	0	11	27%	73%	0%
35000 to 39999	4	2	0	6	67%	33%	0%
40000 to 44999	2	1	0	3	67%	33%	0%
45000 to 49999	0	1	0	1	0%	100%	0%
50000 or More	2	14	0	16	13%	88%	0%

The second factor that was considered to impact the outcome of the campaign was the goal that was set. It was theorized that a higher goal would be more likely to fail, as it was harder for the public to reach. Data was taken and tracked, as shown above.

Goals set by the fundraiser did have an impact on the success of the campaign. As goals rose higher, success rates fell. While this visualization is a great overview of all outcomes, this data set does not take some additional factors that may influence decisions which will be discussed in the conclusion section of this write up.

Challenges

Two major challenges arose for this project. First, the amount of data available was complex to work with as a beginner analysis. Many of the Excel commands and formulas are prone to errors and will give false data if entered improperly. With the amount of data in this

project, it was difficult to estimate if data was correct or needed to be re-evaluated. Second, not all the data available is relevant to the analysis. This leads to a cluttered feel and can confuse the team as the analysis progresses.

These challenges will be remedied in the short term and the long term. In the short term, using the guiding support from other team members, it's possible to double check data without combing through over 4,000 data points and long strings of commands. It's also possible to split data amongst the team, to avoid confusion and clutter. In the long term, these challenges will be less daunting as more experience is gained.

Outcomes by Launch Date Results

Overall, outcomes of theater fundraisers are not impacted by the date launched. Launches all have similar fail rates, and they are not connected by any trend that can be seen in this data set. There are some small conclusions that can be made to help Louise's business, if she wants less competitors, her campaign should be launched towards the end of the year.

One more conclusion that can be made, can be assumed from the outlier of May. It does seem that May is more successful than other months. However this conclusion also shows one major limitation of this data set.

Outcomes by Goal Set Results

Successful outcomes are impacted by the campaign goal that is set, but other factors are not always considered. Outcomes do follow the trend that is expected, the higher priced a campaign is the lower the chances of success are. There is also a high peak in the $ 30,000 - $ 39,999 range, this should not be read as a high percent of success in this range, but is an outlier due to other factors not being considered.

Limitations/Additional Data

To draw conclusions on the date having an impact on the campaign, a graph showing the data of the month and year would be the most accurate way to measure interest and show any correlations with the outlier months, May and December.

To draw stronger conclusions on a goal having an impact on the campaign, more data should be taken in the ranges $ 35,000 - $ 49,999. These campaigns show a high percent successful rate, but this is due to not enough data in these ranges, so it should be considered an outlier. This data is also not specific enough to gauge interest in a product the campaigns are promoting. While the goal may not have been met by a campaign, the amount raised before failing, and the number of supporters is not taken into account. Higher goals are more difficult to meet, but even if considered a failure, this data can show the level of interest and help rework a budget that can be met by donations. Further analysis should touch on interest level on each subcategory, and a clearer picture for all ranges of goals set.