# Crowdfunding Campaign Analysis Report

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# 1: [Overview](#_Overview)

This crowding campaign analysis report has been written as a result of an Excel data analysis challenge in which students were tasked to organise and analyse a database of 1,000 sample projects, recorded between 2010 and 2020, to uncover any hidden trends. Please see an excerpt of the challenge background included below.

# 2: [Background](#_Background)

‘Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success.’

# 3: [Data and Models](#_Data_and_Model)

Using the Excel workbook provided, the requirement was to modify and analyse the sample-project data to uncover market trends. The dataset modifications resulted in the creation of pivot tables/charts/ graphs, a goal analysis and a statistical analysis; each produced according to the challenge specifications.

# 4: [Results](#_Results)

Please visit this Gitlab Repository to view the [v2\_ExcelChallenge\_CrowdfundingBook.xlsx](https://github.com/ChenitaFrancis-Hare/DataAnalysis)

# 5: [Conclusion](#_Conclusion)

### Conclusion 1

The dataset shows that the Crowdfunding Campaigns within the journalism parent category were all audio based, native to the United States and had a 100% success rate.

### Limitation 1

Journalism appears to be an outlier of the dataset due to reflecting only 0.4% of the total number of parent category types, therefore it may be an unreliable metric for identifying a trend.

### Recommendation 1

A Box and Whisker plot would be an ideal chart to visualise the dispersion of the campaign results in proportion to the average outcome. ( i.e., the standard deviations and outliers within the dataset.)

### Conclusion 2

The ‘play’ campaigns represent 33.09% of the total successful campaigns and 36.26% of the total failed campaigns.

### Limitation 2

The ‘play’ sub-category represents 34.4% of the dataset and appears to be the most popular choice of crowdfund campaign, however the frequency of the campaigns is disproportionate in comparison to the alternative sub-categories, making the outcome rates biased overall.

### Recommendation 2

An Area Chart might be useful to more accurately depict the patterns and trends of campaigns outcomes throughout the 10-year period.

### Conclusion 3

The analysis based on the’ date created’ metric indicates that June and July were the months in which the highest number of campaigns were successful; and January, May and August were the months in which the highest number of campaigns failed.

### Limitation 3

The dataset appears to lack detail i.e., the context/purpose of the campaigns is unclear, and the demographic of the backers is not specified, which limits the insights and the ability to reach precise conclusions of data trends.

### Recommendation 2

In datasets where more precise insights are provided, a scatter plot might be a useful graph to visualise positive or negative relationships between campaign purpose and campaign outcome.

### Statistical Analysis

The statistical analysis appears to return more variability with the successful campaigns than it does with the unsuccessful campaigns. Overall, based on the skewed distribution of this data set, the median seems to summarise the data better than the mean.