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

* Crowdfunding campaigns have a total of 57% of success rate and 43% of nonsuccess rate (*failed/canceled*)

Table

Description automatically generated

* Technology category has the total highest success rate in crowdfunding campaigns (*excluding journalism as 4 is not enough data to draw a conclusion*). <*data is excluding live campaigns*>

Table

Description automatically generated

* Success rate is the highest in GB and lowest in CA. US also had the most campaigns. <*data is excluding live campaigns*>.

Table

Description automatically generated

What are some limitations of this dataset?

* Since the sample size of the categories are all different, it’s difficult to draw a solid conclusion on which category has the highest and lowest success rate.
* Tying back to the first point, 2020 has stats only up to January and February while other years have the full months. The pivot table created in the worksheet should filter out 2020 to get consistent number of samples.

Table

Description automatically generated

* The entire dataset does not show which crowdsourcing companies (*Kickstarter or Indiegogo*) the user used to receive funding. Having that data would allow us to have a better understanding of which crowdsourcing companies are more successful.

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

* Have a table to show the duration of the funding. (Date Ended minus Date Created). This can allow us to analyze how long each category usually takes to reach their funding goal.
* Columns “Staff Pick”, and “Spotlight” was not used to analyze the data. Assuming that they are ‘paid’ advertisements by the users to increase traffic/attention by the funders, it would be interesting to see if they influenced the campaign or not.
* Column “name” was also not used to analyze the data. There could be a trend where a well-known name has a higher success rate than other names. (i.e., it could’ve been a famous influencer, youtuber or company who had more success rate)
* It would be beneficial to create a separate table to show successful categories sorted by percentage funded (*highest to lowest*) as some campaigns have over 1000% funded. This would allow us to better understand which categories would most likely be overfunded by how much.