Excel Challenge: Crowdfunding

Conclusions

Categories around performing arts -film, music, theatre- constitute around 70% of the total campaigns. Theatre/Play is the most popular category when it comes to funding campaign through crowdsourcing.

For higher funding campaigns where goal was to raise more than 50000, the proportion of successful funding drops down to 37% from overall 56% signifying lower asks (<50000) has higher probability of success. Campaigns related to technology has higher proportion of funding success at 67% while percent of successful campaigns in Games category is lowest at 44% against an overall success of 56%. Average campaign size for Games category is around 59500, hence lowest success percentage. We need to perform tests of significance though to conclude if these differences across categories are significant.

Percent of successful campaigns has shown uptrend from mid-50 to mid-60 since 2010, more so since 2015 where it was around 50 indicating increased investor confidence.

There does not seem to be any significant difference in successful campaigns based on the country. Spotlight does not have any effect on outcome

Limitations

Information in the ‘Blurb’ column seems to be gibberish and not sure how this is relevant to data

Previous Experience/Profile of project owners: It would have been interesting to analyze the impact of profile of fund seekers (previous experience in running a project, average size of the funds raised in the past etc.) on campaign outcomes.

Other Table/Charts

Pivot table summarizing the percentage of success/failure outcomes based on funding amount sought across principal categories which can provide insight to future fund seekers about the probability of success based on the size of their funding.

Table summarizing the average number of backers/donors in each category to give a sense of idea which categories investors are more drawn to.

Bonus

In each of failed and successful outcomes mean of backers count is more than the median, indicating the right skew in the backers count distribution. Since there is no great variation in average donation per backer among each outcomes, campaigns with larger funding requirements will eventually have to attract larger number of investors to raise the desired amount. Median is the appropriate measure to summarize the data.

There is more variability in number of backers in successful campaigns. As mentioned above, the average donation per backer amount being same, a large (>50000) successful campaign needs to attract more investors to attain funding goal