

## My report:

Create a report in Microsoft Word, and answer the following questions:

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

1. According to the data analysis of *crowdfundingBook* dataset, the three top categories of crowdfunding campaigns are more than 34% (n=344) of total. Theater, and its subcategory “play”, is number one with the same percentage; second place is film&video with 17.74% (n=175), and its documentary subcategory is third place with 5.90% (n=60). In third place is the music category with 16.76% (n=178) and its subcategory rock is the second in the top 3 outcome with 8.42% (n=85). On the other hand, in July more successful campaigns are presented, and August is the month with the fewest successful campaigns, while the failed campaigns in the same month are the most concentrated. However, April has the least number of canceled campaigns, but in August they are the greatest.

2. Also, the outcome based on goals that indicates a possible correlation between the goals 15000 to 19999, 25000 to 29999, and 30000 to 34999 and successful campaigns because this data does not present canceled or failed campaigns, but it is necessary to analyze other variables because also, we can see that direct or indirect proportional relations between goals and outcome of campaigns do not exist. For example, Palmieri and his collaborators say, “The need for a strategic approach when communicating a crowdfunding project is implicitly demonstrated by the fact that many campaigns fail to obtain their funding goal” (Palmieri, Mercuri, & Mazzali-Lurati, 2022)

3. United States is the principal country with the highest concentration of backer campaigns with more than 70% (n=763) of the five countries which were analyzed, one of the reasons might be that most of the crowdfunding is from this country. However, in 2020, there is no evidence of any successful, live, or failed campaigns; we can observe only canceled campaigns. This situation may be because of the pandemic or obtained data problem.

- ✓ What are some limitations of this dataset?

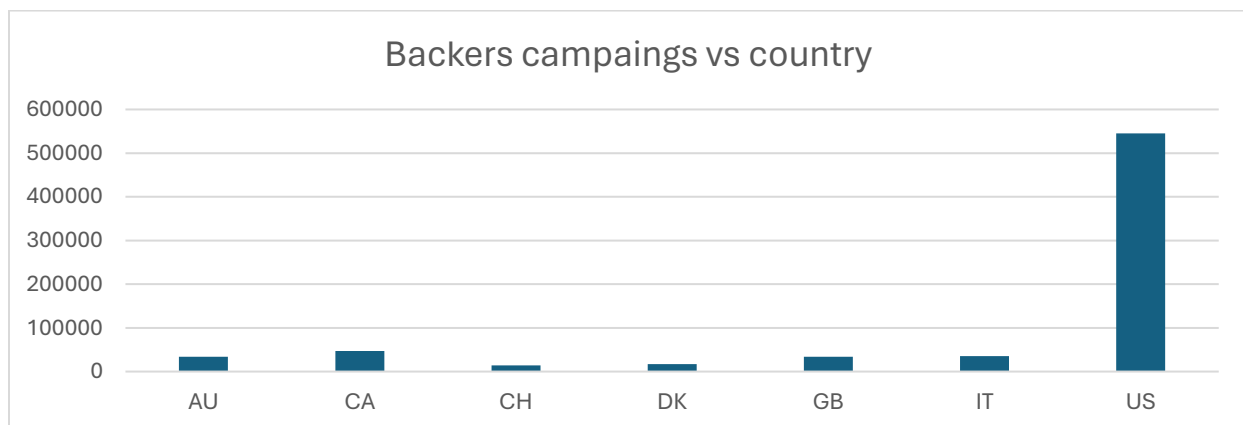
The limitation of this dataset is that it does not provide updated source, and it does not include all the categories according to the Kickstarter web site, whose 15 categories

change the analysis, trends, and obviously the conclusions; the dataset has nine categories, which are shown on the following the table:

Category (Kickstarter web site)		Category ( work dataset)	
1	Games	1	journalism
2	Design	2	photography
3	Technology	3	food
4	Film & Video	4	games
5	Publishing	5	publishing
6	Music	6	technology
7	Comics	7	music
8	Fashion	8	film & video
9	Art	9	theater
10	Food		
11	Photography		
12	Theater		
13	Crafts		
14	Journalism		
15	Dance		

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

1. *Number of backers campaigns by country.*



Source: crowdfundingBook dataset (Look at the file called CrowdfundingBook Isbelis sheet "Pivot table country vs backers")

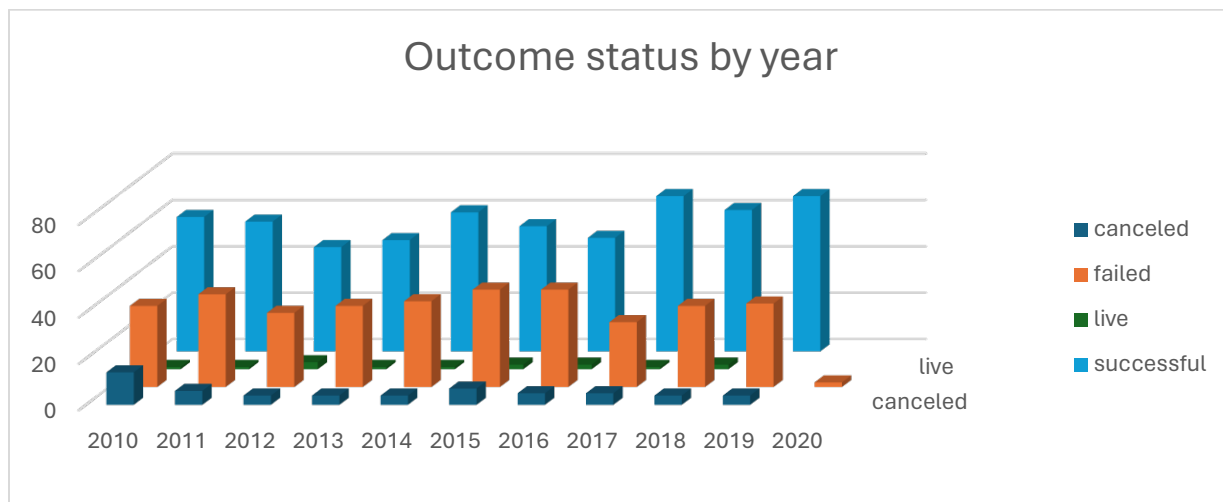
2. *Pivot table of country by backer (count and percentage of total)*

Row Labels	Sum of backers_count	Count of backers_count2
AU	4.71%	43
CA	6.46%	44
CH	1.98%	23

DK	2.36%	31
GB	4.62%	48
IT	4.84%	48
US	75.04%	763
Grand Total	100.00%	1000

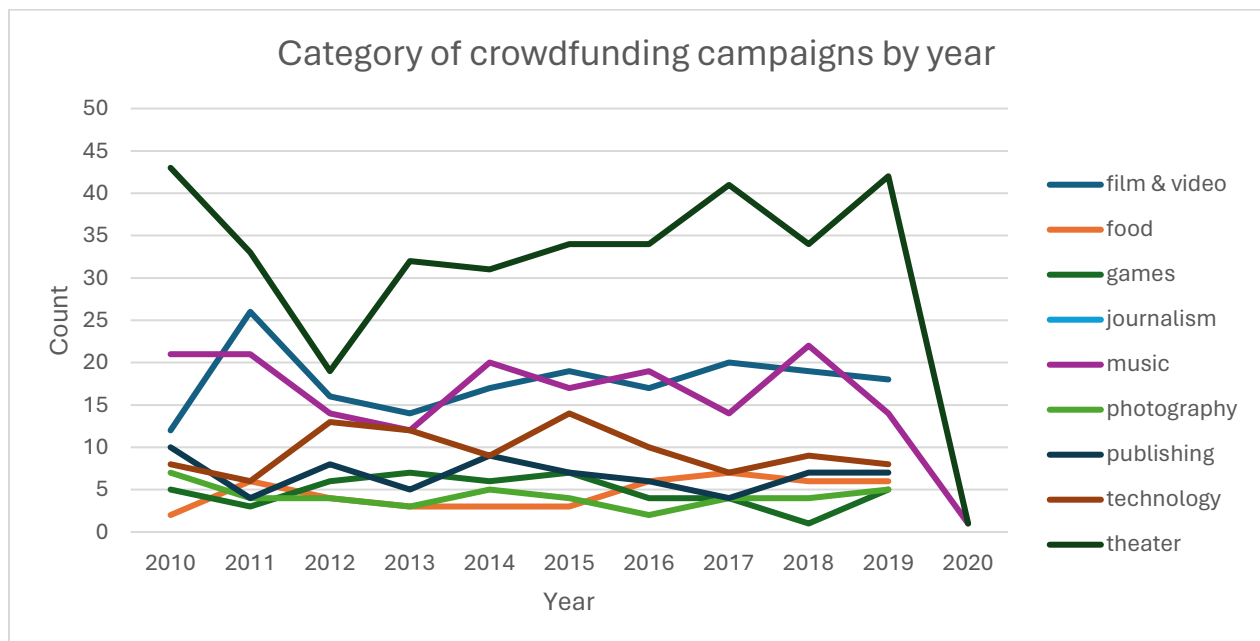
Source: crowdfundingBook dataset (Look at the file called CrowdfundingBook Isbelis sheet "Percent")

### 3. Pivot table and pivot chart of outcome status of crowdfunding campaign by year.



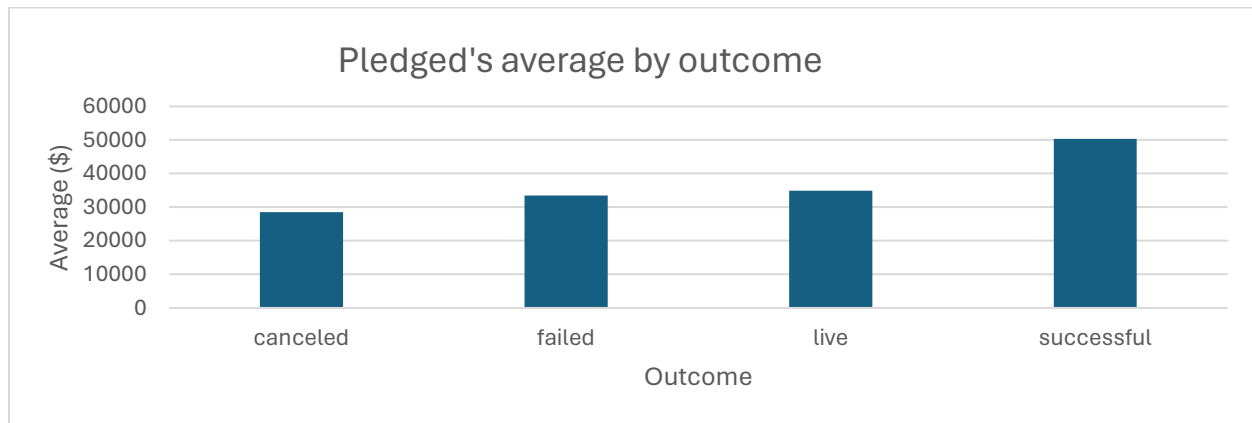
Source: crowdfundingBook dataset (Look at the file called CrowdfundingBook Isbelis sheet "Pivot table year vs outcome")

### 4. Pivot table and pivot chart of Category of crowdfunding campaigns by year.



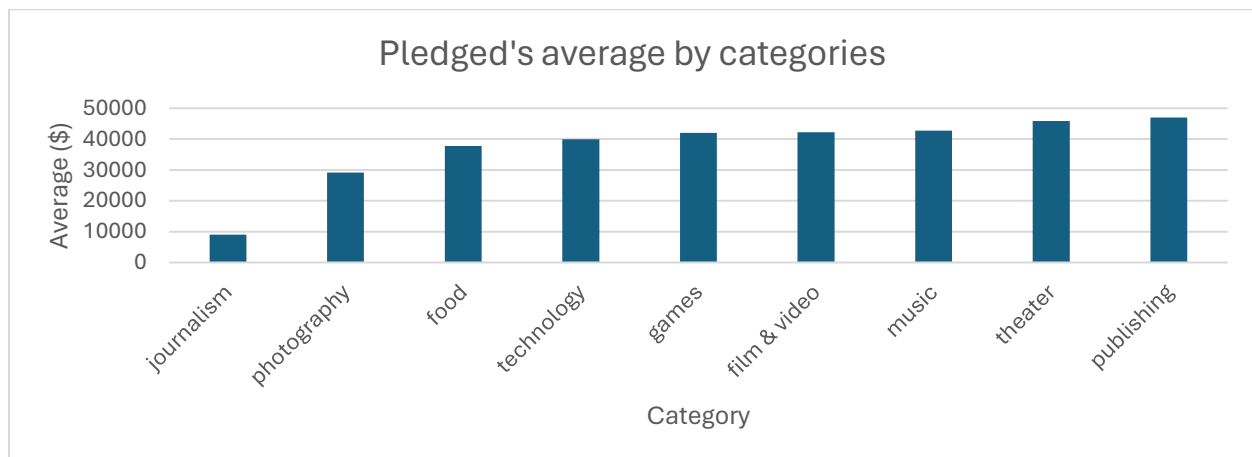
Source: crowdfundingBook dataset (Look at the file called CrowdfundingBook Isbelis sheet "Pivot table year vs category")

5. *Pivot table and pivot chart of Pledge's average by outcome.*



Source: crowdfundingBook dataset (Look at the file called CrowdfundingBook Isbelis sheet "Averg vs outcome")

6. *Pivot table and pivot chart of Pledge's average by categories.*



Source: crowdfundingBook dataset (Look at the file called CrowdfundingBook Isbelis sheet "Averg vs category")

## Statistical Analysis:

Successful and unsuccessful campaigns:

- ✓ *Use your data to determine whether the mean or the median better summarizes the data.*

According to the statistical chart, the data's distribution is not normal, meaning that the median is better than the mean because of skewed distribution. In other words,

the median is more robust and sensible. However, the mean is better than the median with normal distributions, and these central tendencies are closed.

- ✓ *Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?*

According to analyzing standard deviation and variance, more variability in successful campaigns is observed because the variability in successful campaigns is greater than unsuccessful campaigns. I think this point makes sense because in the first case, the difference between the data maximum and minimum is greater.

#### Reference:

Palmieri, R., Mercuri, C., & Mazzali-Lurati, S. (2022). Persuasive Reasons in Crowdfunding Campaigns: Comparing Argumentative Strategies in Successful and Unsuccessful Projects on Kickstarter. *International Journal of Strategic Communication*, 16(2), 332–355.  
<https://doi.org/10.1080/1553118X.2021.2008942>