Crowdfunding Analysis Report

During this assignment, we analyzed the outcome of crowdfunding projects. Given the provided data, we can conclude over half of crowdfunding projects were successful. Out of 1000 campaigns, 565 were able to meet or exceed their goal. The parent category “theater” and the subcategory “plays” received the most successful outcome with 187 projects surpassing their goal. We can conclude their methods of crowdfunding provided the best results. Pivot table 3 shows July as the most successful month. Therefore, we can conclude campaigning in July created the best crowdfunding outcome.

The data set provided came with some limitations. Specific donations are not listed. Therefore, making it difficult to assess how many donations were made. The data does not list the method in which the campaign was executed. For example, reward- based, debt-based, donation-based, or equity-based crowdfunding. This would allow stakeholders to see how many donations were made and by what means.

Attached to the data set, there is a fourth pivot table representing the different countries and the outcomes of the campaigns. This will show stakeholders which countries had the most successful campaigns. As seen in pivot table 4, the US had 436 successful outcomes. The graph attached shows the US compared to other countries.

After calculating the mean, median, minimum, maximum, variance, and standard deviation, the data shows a big gap between results. The mean in successful campaigns is 851 and the mean in failed campaigns is 586. However, the mean is only representative of the number in the middle of the data set. The median tells stakeholders the average amount of the backer count. The successful count is 201, the failed count is 115. This indicates the numbers most present in the data set range between 201 and 115. There is more variability within the successful campaigns. The variance in successful campaigns is 1,202,217. Whereas the variance in failed campaigns is 924,113. The further from zero, the more the data varies. Therefore making the median the most reliable measurable value.