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Given the provided data, we can draw multiple conclusions about crowdfunding campaigns. Looking across the pivot charts, more than half of the campaigns that were ran wound up being successful. Although this is a good sign, when looking at how many campaigns have been canceled or failed, we can see that it makes up over 40% of the data. As a result, we can determine that crowdfunding campaigns are risky, with almost half of them ending in failures or cancellations.

From this data, we can also determine which campaigns are the most and least popular. Looking at the “Parent Category” pivot table, the film and video, music, and theater industries made up nearly 70% of the provided crowdfunding campaigns while journalism made up only .4% of all crowd funders in this dataset. From this, we can determine that these types of campaigns pop up more frequently.

We can further bolster these findings by looking at the “Sub-Category” pivot table. We can see that over a third of all crowdfunding campaigns are plays and they are, by far, the most popular subcategory of crowdfunding campaign.

We can also determine which months have the highest chance for success when it comes to these crowd funders. Looking at the “Outcomes by Month” pivot chart, we can see that the success rate increases greatly during the summer months of June and July. From this, we can conclude that the month of the year may play a factor in the success of the crowd funders. When looking at August, we see that the amount of crowd funders that either failed or were cancelled were greater than the number of successful fundraisers during that month. The month in which the fundraiser is held can affect the potential success.

Although we can infer a lot about this dataset, there are also many limitations. To start, some of the data is very limited. When looking at the journalism category, although we have 100% success rate, there are only 4 total crowd funders. With this small sample size, we can’t truly tell how beneficial it might be to start a journalism crowd funder. We also don’t have any information about the backers, other than the country of the crowd funders. We cannot determine anything about the backer’s gender, race, age, etc. This limits who certain fundraisers should advertise to.

Using the information we have, other informative tables and graphs may include ones that show a count of how many backers supported each category. This would add lots of value to the current data set as we could potentially determine which crowd funders generate the most interest. We could also potentially create a table that shows how much money needs to be raised for each type of fundraiser. It might be helpful to know which types of crowd funders have the loftiest goals and which ones tend to meet these goals.

Using information I suggested, we can potentially break down the numbers even further. By adding information about the people’s gender, race, age, etc. we can create several tables about what groups of people are more likely to donate to certain crowd funders. For example, if we found out what the average age, most popular gender, and most popular ethnicity of a backer was specific to its category, we can see who to target.

There are a wide variety of options when it comes to the ways in which we can extrapolate data from the spreadsheet.