Module 1 Challenge Assignment

Written Analysis of Crowdfunding Campaigns

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Three conclusions that we can draw about the crowdfunding campaigns is that the US dollar is the most used currency for pledges where the outcome was successful. The second conclusion to be noted is that according to the first pivot table and bar graph, theater is the leading primary category with the most successful outcome, yet also has the largest total failures. The third conclusion shown in pivot table 3 with line graph shows that July is the hottest month for successful crowdfunded campaigns.

A limitation of this data set is that it does not state the reason why some crowdfunding campaigns were canceled. Another limitation is not enough information about the reasons why those with a failed outcome are so. I t would be interesting to see further drill down of the sub-categories for further analysis to answer the questions why for failures and cancelations. Is there a certain type of documentary for example that does not have enough interest to receive pledges?

There are some more charts and/or graphs that would be helpful to categorize the crowdfunded campaigns further. One to add could be one that shows the outcome number by country to see how the US compares to other places in the world. Another useful chart could be further breakdown of the sub-categories to see if a particular kind of play, or video game for example, is “hotter” than another. The additional value obtained by these extra charts/graphs could be: (1) Do certain countries favor one type of category, or sub-category over another? (2) What type of documentaries draw successful outcome in pledges and why? The list goes on and on about the possibilities and it depends on how the user(s) want to slice the data and how far to drill down.