Written Report (20 Pts)

Draw 3 conclusions from the data:

Conclusion 1: Based on the data results, it can be concluded that theater topics are the most popular crowdfunding projects to launch, and they have at least a fifty percent chance of being successful. This indicates that most people have an interest in theater and would like to provide support to fund theater programs.

Conclusion 2: Crowdfund projects launched in summertime were more successful, particularly in June and July.

Conclusion 3: The data also shows that crowd funding projects related to games have almost a fifty percent chance of failing. Overall, it can be concluded that the best strategy to launch a crowdfunding project would be to launch a theater project in the month of June or July.

Data Limitations:

Some limitations with this data are that we don’t have any demographic information related to the backers. Understanding the demographics of the backers per project along with their success rate would allow for targeting marketing efforts promoting the project.

Additional graphs:

I would create a pivot table grouping parent categories and subcategories and show the average donation per backer. This would be useful to identify which categories result in the higher donations from backers. Additionally, I would analyze the average number of days for successful projects versus failed projects to determine if there is a “sweet spot” for how long a project should run to see maximum results.