

Crowdfunding Report

The overall outcome of the crowdfunding campaigns was successful, this is proven in Sheet 3 where the line of successful campaigns is significantly higher than the rest and although it fluctuates there's no dramatic decrease. It is also evident across all pivot tables where over 500 organizations were successful in receiving their goal donations.

At a first glance it is obvious that the most successful Parent Category was Theatres but it's important to note that it also had the highest number of organisations (a total of 344), therefore giving it a larger pool of data. This renders the data incomparable; it would be better if we were to use percentages. For example, if we had percentages representing the successful, failed, cancelled and still live it would be much easier to single out which category is doing better than others and what makes their approach more effective.