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Rutgers Data Analytics Bootcamp

Excel Challenge (Module 1 Challenge)

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Crowdfunding Report

Throughout the process of analyzing the data and creating tables and charts to give clear visualization of the crowdfunding report, I have determined that one of my conclusions about the data is that the most popular category that is doing successful numbers wise is theater, because of all the categories listed in my pivot table, theater is the most common campaign category listed and more than half the time, those campaigns tend to be successful. In essence, 56.5 % (565 of 1000 total) of all projects in general are successful.

A second determination that I have made on the data is that the number of failed campaigns decreased dramatically in 2020, possibly due to the fact that supply was in high demand in part because of the COVID pandemic. The COVID pandemic forced a lot of people to get their campaigns organized from the comfort of their own homes which gives me the feeling that everything was done more proficiently than usual.

The Final determination that I made by looking at the data is that, much like its parent category, the sub category of plays seems to be the most popular campaign to put together, and that the theater industry as a whole is the most common. Out of all the countries who come up with or organize the campaigns, the United States is the clear cut outlier from all the other countries in most of the sub-categories according to the stacked-pivot chart.

Some limitations in the dataset are that there is only 14 total live campaigns compared to 565 successful, and 364 failed campaigns, as well as 57 canceled. As a result we eliminate the live projects when it comes to the final step in the challenge which involves creating a line chart using the CountIfs formula. It also is limited in expressing the true success rate when you add cancelations into the mix as that could be classified as a failed project, whereas Live could go wither successful or failed. I also believe that because the U.S. is a massive outlier in the data, we don’t get to truly understand how projects in the other representing countries function with the projects and what their true success rate is because the sample size is exponentially smaller. I also discovered that the most common project goal is between 5,000-9,999 using the clues in the last line graph.

I believe that we could use a box-and-whisker plot to figure out exactly the range and outliers of the 1,000 projects shown in the data. While there is plenty of data to digest, there is no clear way to see the trend in how many projects are around certain ranges. I also feel that with the Box and Whisker plot, we will be able to identify trends by year and not just overall. This is because so much of the data is so close together numerically in many columns.

Statistical Analysis

The data for the successful outcome of backers tells me that the mean better summarizes the data due to the idea that the upper half of the 565 successful outcomes is significantly higher than the 201 median value. This also tells you that because the mean is at 851, it gives us the sense that a true success is going to provide more backer support than a failure by a pretty sizable margin. The Mode being at 85 is pretty much the most common or likely standard for what you are going to get from a successful outcome.

The failure outcome for backers has significantly less value across the summary statistics table due to the fact that failure results in low backer support, the median gives me a better summarization of the data than the mean. The reason why I say this is in large part of the fact that of the 364 failures, the 18 lowest failures have a backer count of 0 or 1 (17 of them have a backer count of 1, which happens to be the mode). That gives you the feeling that performance is low, as opposed to a decently high median of 585.

After accumulating all the data for both successful and failed campaigns, I have made the determination that there is less consistency and less of a pattern with failed campaigns than successful because while a failed campaign does not go through, it doesn’t mean that some might perform well and get a decent or admirable backer count and support. On the other hand, for successful campaigns the trend numerically will always be above average and better expectations overall according to any type of data you keep track of.