Crowdfunding Analysis

Given the data presented in the first stacked column pivot chart, we see that the success of a campaign varies from category to category. For instance, all four campaigns in the category journalism were successful. On the other hand, we can see in the first pivot chart that the category games had more failed than successful campaigns. This is something to keep in mind before launching a campaign in a specific category.

When looking at the first stacked column pivot chart, we see that 99 of the 175 music campaigns were successful. When we look at the sub-categories, we see that all three of the world music campaigns were successful. On the other hand, indie rock had almost as many failed campaigns as there were successful ones. Outcomes for the sub-categories may be more informative than looking at the overall category and will allow individuals to make better decisions.

The line graph demonstrates how there is an impact on outcomes based on the time of year the campaign is held. For instance, campaigns held in July have the highest level of successful outcomes while campaigns held in January have the highest level of failed outcomes.

Some limitations to the data set include limited amount of data per subcategory. This will skew the view that certain subcategories are more successful at crowdfunding over other categories. Other limitations to the data include other factors that may have impacted the outcome of the campaigns. Where there enough people to support the campaign? Were campaigns poorly or well executed? Was there a plan to make sure that the funds were raised? The data doesn’t tell the full story.

Another possibility is to create a pivot table that analyze the length of time from when the campaign was launched until the deadline to see if there is a correlation to the outcome. This information can then be plotted on a graph for an easier interpretation of the data.