Data Analysis Report

Crowdfunding Campaigns

GENERAL Conclusions:

* Based on the Crowdfunding data, we can conclude the following:
  1. Theater and plays during the summer months will most likely generate successful campaigns.
  2. Crowdfunding campaigns have more successes than failures – and the number of successful campaigns is greater than failed and canceled combined.
  3. The US is the biggest generator of crowdfunding campaigns.
* Given the Crowdfunding data, we can identify the following limitations:
  1. The data lacks detailed geographical data, (e.g., specific states and counties within each country); perhaps this would only be beneficial for the US, however, as they are the biggest generator of campaigns.
  2. The definition of “pledged” is not explained – does this mean promised but not yet reflected on the books?
  3. The currency/goal/pledged columns lack clarity – would be beneficial if these amounts were in a standard measure to more accurately compare totals by country.
* In addition to the pivot tables and graphs employed – the following would also aid in greater analysis of the data:
  1. A table listing the top number or percentage of backers by successful outcomes; this information could be used to reach out to backers when creating new campaigns.
  2. A table breaking out countries into more detailed geographical locations; this data would be helpful if campaigns are city/county/etc. specific.