Module 1 Excel Challenge

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Looking at the data, one can gain a significant amount of information regarding the success, profitability, and uniqueness of crowdsourced platforms and services. Firstly, regarding the success of crowdfunded projects, it can be seen that the majority of the projects that were analyzed, were considered successful in their attempts to reach their funding goals. Slightly over half of the projects received more funding than their goals, thus being labelled as successful. However, it was by no means a large majority of the projects as only 565 of the 986 finished projects were successful with 14 still being active during this analysis (for a total count of 1000). With 57 of the projects being cancelled and 364 being deemed failures. So, although the average project was successful it was only by a small margin better than those that failed or were cancelled. Thus, there is not a significantly stronger likely hood of success when using a crowdfunding source than there is to failing. Next one can look at how profitable the successful projects were. Using the data that was collected it can be seen that 297 of the 565 successful projects not only reached their goal but managed to receive double or more than their target. Meaning 52.5% of successful projects and 29.7% of the total projects analyzed made double or more than their goals. This can be viewed as a positive with regards to how successful crowdfunding seems to be. Lastly, the data can provide information on which kinds of projects are the most successful and which seem to be the least. In total, it can be seen that projects regarding the arts such as theatre, music, film & video appear the most frequent in the crowdfunding study. They represent the top three of the nine total parent categories studied with regards to frequency totaling 697 of the 1000 projects crowdfunded, with 388 of those 697 projects being successful. Therefore, despite being far more frequent, they have only a marginally higher success rate than average. On the opposite side of the spectrum, the category of journalism showed to be the least frequent with only 4 of the 1000 projects falling in this category. Due to the low number of projects, it can not be accurate to rate it’s statistical likelihood of success.

2. What are some limitations of this dataset?

One of the limitations of the data set include the use of projects that are still considered as live. The 14 projects still in the live category can not provide the same accuracy in data as those that have concluded as they still have the ability to develop into being successful as well as not being able to show how successful they may become.

3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

One graph that could have been created is a pie chart showing the four outcomes: Successful, Failed, Cancelled and Live. This chart would provide a much easier demonstration of how successful crowdfunding is as a whole. As one could simply look at the chart for an accurate representation and visualisation of percentages than they can by reading the chart and going by the colour coordination that was done.

The next graph that would be useful is showing how profitable the projects were in regards to their goals using a bar or line graph that mapped their percentage over or under their target funding. What this would offer is a much quicker and more visually attractive way to represent the levels of success or failure in regards to the whole. Understandably having a 1000 data point chart is an extreme, thus it would be worth while to filter this using the parent or subcategories. Alternatively, using a pivot table and graph along side it would offer the same level of success and organization to demonstrate which projects and which categories were the most successful in regards to obtaining their goals.

Lastly, a graph that revolved around which countries had the most successful projects as well as the most total projects would provide information on which areas of the world require/ utilize crowdfunding the most often. This graph/ pivot table could be filtered by country and outcome. By learning which countries utilize crowdfunding the most, it allows one to understand if they are residing in a region that has benefited from crowdfunding. It would offer those the ability to take a calculated risk with crowdfunding. Finally, this graph if filtered by category and country could show which countries value which kinds of projects the most, as you could see the total number of successful projects and which categories they reside, that a single countries people have developed.

Statistical analysis

1. Use your data to determine whether the mean or the median better summarizes the data.

When looking at the “Successful” side of the chart, the mean is 851.51, the median is 201 and the total data range is between a high of 7295 and a low of 16. For the “Failed” side, the mean is 565.82, the median is 114.5 and the data range is between a high of 6080 and a low of 0. Neither the median or mean shows an accurate representation of how spread out the data set values truly are. However, between the two the mean offers a slightly greater insight as it better displays the grandness of the data variability.

2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

According to the data there seems to be a greater variability with successful campaigns. This can be seen with the successful campaigns having a greater range between its highest and lowest values. This can also be seen when analyzing the variance score. The successful variance score is greater than the failed campaigns score. This makes sense because there were more successful campaigns than failed campaigns which provides a greater chance to have more variability.