# **MODULE 1 CHALLENGE**

## **ANALYSIS REPORT ON CROWDFUNDING CAMPAIGN**

Graphical user interface, application, table, Excel

Description automatically generatedThe given data in *Module 1 challenge* provides information about different crowdfunding campaigns who attempted to find success by launching different products. The data set represents how many campaigns were successful, failed or canceled based on the goal and their respective pledge.

From the crowdfunding data set following conclusions can be made.

Figure 1

1. **Theater has the highest number of campaigns.**

With reference to the above pivot table the highest number of campaigns were of in the category of theater whereas lowest number of campaigns were of journalism. Through the calculated success percentages, theater was 54% successful whereas journalism was 100% successful. The graph also represents that journalism despite of 100% successful had least number of campaigns. The graph also shows the top three successful campaigns i.e., Theater, music, film and video.

1. **The campaigns which have goal in between 15000 to 35000 have higher success ratio.**

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Description automatically generated

Figure 2

The above graph represents the relation between the campaign goal with the ratio of successful, failed and canceled campaigns. This concludes that the campaigns who set their goals in between 15000 to 35000 tends to succeed in the campaign. Whereas the campaigns which had goal less than 15000 seems to have lower success ratio except for few. Also, the groups who canceled their campaigns had goals less than 10000 and more than 50000.

1. **July was the best month to launch a campaign.**

Graphical user interface, chart, application, table, Excel

Description automatically generated

Figure 3

The graphs represent all the campaigns launch in different months and their success ratios. This concludes that the campaigns which launched in July have higher number of success ratio whereas the campaign launched in August has lower success ratios. Therefore, it can be concluded that July is the most suitable month for launching a campaign.

## **Other possible graphs and pivot tables:**

Apart from the data represented through graphs made in this challenge, several other tables and graphs can be made through the same information.

1. Representation

The information on which category of campaign got successful and which not.

Graphical user interface, application, table, Excel

Description automatically generatedData filtration based on the month.