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# **Data Analysis Report**

## **Conclusion 1**

Data analysis in Fig.1 is clearly depicting that total 1000 attempts were made by different categories to launch their products on crowdfunding platforms. In all attempts 564 were successful and 365 were failed in launching the products with a success rate of 64%. Among all categories “Theatre” made maximum attempts i.e. 344 (successful-187, failed -132) followed by “film & video” attempt (Total 178, successful-102, failed-60), and “Music” (Total attempts 175, successful-99, and failed-66). It is important to note that minimum numbers of attempts were made by “Journalism” (Total 4) with a 100% success rate.

## **Conclusion 2**

In sub-categories total 1000 attempts were made with 565 successful and 364 failed attempts. As per Fig 2. All subcategories were having a success rate of 64.4%. Highest attempts (total-344, successful-187, failed-132) were made by “Plays”, followed by “Rock” (Total-344, successful-187, failed-132), and “Documentary” (Total-60, successful-34, failed-21). Minimum attempts in sub-category were made by “World music” (3), “Audio” (4), and “Metal”   
(7).

## **Conclusion 3**

Total 986 campaigns were run from Jan to Dec with 565 successful and 364 failed product campaigns. Product launch campaign trend was depicted highest (93) for the parent category in the month of “July” whereas lowest number (73) of campaigns were run in the month of “September”. “July” has shown the highest (58) number of successful campaigns, whereas, “Jan” has shown the highest number of failed campaigns. As per the pivotal data maximum numbers of total campaign attempts (107) were made in the year 2010 and 2019.

Goal range between 15000to 24999 have the highest success rate of 100%, whereas goal range between 10000 to 14999 and greater than 50000 is having the highest failure rate. Maximum numbers of projects were cancelled in the goal range of “greater than 50000 i.e. 9%.

# Limitation

Major limitation of the data set is that it is limited to monitory, and attempts count depiction of campaign’s success and failure. we don’t know what other factors were responsible for the failure and successful of any campaign. For example, if number of factors such as length of the campaigns, video content, number of campaigns involved celebrities in promoting the product launch, duration& consistency of campaign, campaign format like linguistic, visual or textual and similar other drivers would have known, we could have analysed the exact reason of success and failure of any campaigns in the given data. Another limitation I have noted is inconsistency in data populated on work sheet.

We could have use pie-graphs to show the percentage of successful, failed, and cancelled campaigns.

# Statistical Analysis

Average of successful backers count was depicted 851 compared to unsuccessful counts which was reported as 586. Additionally, 201 is median value reported for successful backers count compared to unsuccessful backer count which is 115. Furthermore, min and max value for successful backers count is 16 and 7295, whereas for unsuccessful total attempts it is 0, and 6080 respectively. Consequently, variance and Standard deviation for successful backers count is 1603374 and 1266 respectively, whereas, for unsuccessful backers count it is 921575 and 960 respectively.