**Response to Pivot Table on Crowdfunding Campaigns**

The information provided in the pivot table using line graphs is mostly visual. The basic take away is the throughout the year there were more successful campaigns than failures while the number of canceled campaigns consistent and low. It appears the most successful months for crowdfunding occurred in June and July. The least amount of failed campaigns occurred in September to November. During those months the successful campaigns remained consistent. Also, I noticed there was a similar patter in successful to failed campaigns from Jan to March but without further analysis it is difficult to understand why this is happening.

This data set is ok for a quick visual but it doesn’t dive into how the numbers relate to each other or it does not look into each of the parent categories. It is really a general take on success, failure, and canceled campaigns. In order to really understand how the campaign success’ are impacted, one would have to look at the individual parent categories. Statistical analysis would be best used to understand what could be causing success and failures in the campaigns and ultimately learn how to increase the success rate. Another issue with the data is that is compiles all of the years together. This does not take into account any factors that may have occurred in a given year that would have had a significant impact on the crowdfunding activities.

Due to the limitations of a pivot table, the data would have to be extrapolated from the table and analyzed using graphical analysis. Depending on what the organizers would want to learn from the data, it could be analyzed using a variety of statistical methods. For instance, if one wanted to compare the failed campaigns for each of the parent categories to each other, ANOVA would allow us to determine if there was any significant difference between each of the parent categories for both success and failure. This could also be completed for years to compare them as well. Using box plots, one could show the mean and median of either successful or failed campaign by month, parent category or over the years. This could also be carried out on canceled campaigns, but the numbers are so low that it might be difficult to conduct statistical analysis. I think it is apparent from this visual that the cancelations appear to happen on a low and consistent manner. Perhaps looking into cancelations per year or parent category would give more information.

The bottom line is that there are a lot of different ways that we could delve into this data set as there is a lot of information given. Before we do anything, we really need to know what is required from the information. If they simply want to know that successful campaigns monthly were better than canceled or failed campaigns, this line graph meets all their needs. If it is required that we understand more from this data, statistical analysis will need to be carried out to determine the required answers.