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Crowdfunding Excel Exercise

What are 3 conclusions we could draw from crowdfunding campaigns?

1. We can look at the difference between the pledged amount versus the funding goals, to notice how campaigns who exceeded their goals were more likely to be more successful.
2. Furthermore, looking into those successful campaigns, we can identify which categories and subcategories were most popular among backers. In this case, theater and plays.
3. We can also look at the average donation of each category, to see what backers are usually willing to fund, and what they are not willing to fund.

What are some limitations of this dataset?

1. Based on the launch date and deadline, and the amount funded for each category in each country, it may be hard to gauge long term if the results would repeat themselves without getting a larger sample in dates. Many campaigns, especially at the end of the year could possibly tend to be more successful because of tax incentives? While they may be dormant during the summer months, especially in European countries when they take a longtime off for holidays.
2. The marketing and promotion of each campaign might also be a limitation, since for example the theater group might have a wider audience than journalism.

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

1. As discussed in the first part, we could look at the average donation by category. By doing so, it will help us see what categories are most likely to get bigger or lesser amounts of pledged amounts.
2. We can also create a line graph that shows when all campaigns launched and filter it by time to see if there are any trends in the time of the season/year.
3. I’m not exactly sure how to do it but creating a geographical map to see how the campaigns did in each country based by category, for example, under music, seeing how indie rock was almost as popular as rock in the UK.
4. We can also create a scatter plot to see if there is any correlation between the amount of backers in comparison to the amount funded.