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**Crowdfunding Analysis**

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

When looking at our last pivot table, which displays the dates that the projects were created, we can see that crowdfunding projects are launched consistently throughout the year. There are no reoccurring peaks or dips that suggest that a certain time of year is prone to more or less projects being launched. Our second pivot table, which looks at projects by sub-categories, shows that there is a much higher number of crowdfunding projects for plays. This holds true for all countries, suggesting that it is a very popular crowdfunding campaign in general. Lastly, when looking at all pivot tables but especially the final one displaying dates created, it can be concluded that relatively few projects are cancelled in comparison to how many are successes or failures. As the pivot table shows, canceled projects are less than ten a month throughout the year, while successful projects stay in a range between 40 and 60 per month and overall project per month range from 73 to 93

**What are some limitations of this dataset?**

One limitation of this dataset is that we don’t know the scale for which the crowdfunding projects are designed. A small, local crowdfunding project will have a different target audience and therefore different backers than a larger project from a company. It is therefore difficult to compare projects with such different scope. Another limitation is the fact that campaigns from different countries are being compared in their local currencies, which can be very misleading depending on currency values and exchange rates.

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

There are seemingly endless possibilities to analyze this dataset. However, a very helpful visualization would be to determine percentages of successful, failed, and canceled campaigns and display them by category, sub-category, and / or country. This would make concluding which categories are most or least successful much easier. This can again be done with a pivot table and a clustered column chart. Another interesting pivot table would be to showcase the average amount of donations by category and by country to determine for what and where people are willing to donate the most money. This could also be visualized by a column chart. Finally, another insightful chart would be a scatter plot to display the financial goal for each category and / or country to see where the highest and lowest goals for campaigns are set.