Crowdfunding Report

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

1. Given the count of each outcome, backers have successful with their pledges more rather than canceling or failing their dues. It shows that many people are very consistent with their tasks. Especially those in the Theater, Music, and Video categories shows more percentage donated. Although there were more pledgers in the Theater category but 38% of all backers failed which the remaining 62% have either successfully completed or have canceled.
2. In the Monthly Conversions Sheet, it shows that there is a higher success rate in the summer months rather than any other seasons. Backers mostly failed during the month of August of each year. Cancelations remained steady with no outliers; ranges as low as 1 to highest of 8.
3. There are some categories that did not have many pledges. The Journalism category with its sub-category of audio were only 4 pledges, and they were all successful. The least popular categories were Food, Games, and Photography. In the Food category, over half of the total pledges have either failed or canceled. Which can only mean there was much difficulty in donating in time.

In conclusion, the data tells the reader that there many successes and failures. Most of the data tells the reader that most of the results were active during the summer months of each year. Many of the pledgers come from the theater background and the very least come from journalism. Most failure percentages were from food with a 43% failure rate, and the most successful were from the film and video category with a success rate of 57%.

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

I do not believe there were many limitations with this dataset, although I do believe there could be more visual charts to help the reader understand the sheet more simply rather than just looking at tables and bar graphs, instead there could be pie charts of the outcomes in percentages to make it simpler for the average reader. If I were to present this to a group of people, there would be a limitation of understanding the big picture. Luckily, with the pivot tables, the reader can filter the data table to seek more information in depth instead of visually trying to seek it.

The data itself does explain everything but I believe we can add more charts to help the reader understand better, and I am speaking for all readers, not just us data analysts. The goal after all is to story tell. This module was a very good exercise since not only you are just building charts but you’re also answering questions and seeking specific data as well.