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**Analysis of 2010-2020 Project Campaign Data using Microsoft Excel**

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

About 6 out of 10 of these crowdfunding campaigns that completed have been successful. From the data provided, we know that of the 1000 samples provided, 57% (565) of projects were successful, 36% (364) of projects failed, 6% (57) of projects were canceled, and 1% (14) are currently live. About 60% of projects that were completed have been successful (565 out of 929).

These platforms tend to receive mainly projects in theater, film & video, and music of which 5 or 6 out of every 10 tend to be successful. Of all the projects submitted, 34% (344) were in theater, (18%) 178 were in film & video, and (18%) 175 were in music. Of these, 54% (187) of theater projects were successful, 57% (102) of film & video projects were successful, and 57% (99) of music projects were successful.

Of all projects submitted across all years, the month of July tended to be when most projects were successful at 62% (58). February and August were when most film & video projects tended to be successful, June and September were when theater projects were most successful, and July was when music projects were most successful.

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

The sample size of the dataset and the range of dates for which data were available were significant limits. For example, there was only one data point available for 2020, and latest year for which there is any significant data is 2019. Given this limit, we could not assess the impact of the pandemic on the submissions, successes, failures, and canceled projects.

There were also some limitations with the sample size of the data. For example, Journalism and world music projects had the highest rate of success (100%), but only 4 projects were sent for journalism and 3 for world music. Therefore, we couldn’t really assess whether these categories would be worth pursuing. If we had more data, we could delve more into this.

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

I would like to look more into data on the goals of each project, how much was pledged, the backers count, and the average donation that successful projects received. Specifically, I would like to see what percentage of campaigns received more pledges than their campaign goal, what their backer count was, and what their average donation size was. This may be helpful in identifying the best monetary donations to ask for. I would also like to see the length of each campaign based on the campaign start and end date, to see how long the most successful campaigns were run. I would also like to make a list of the top 10 most successful campaigns so that I could look more closely at their campaigns to identify which strategies made them the most successful.