# Crowdfunding Data Analysis Summary

## From the crowdfunding data provided we can conclude that

### Using the pivot table and chart based on **“**Outcome Status by Parent Category**”** it is evident that,

#### “US” is the only country with all type of category campaign participation and has higher campaign count however almost all of category had around only 50 to 60% success rate with around 40% failure rate.

#### “Technology” category has performed better in majority of the country.

### Using the pivot table and chart based on **“**Outcome Status by Sub-Category**”** it is evident that, all countries have highest interest in using crowdfunding platform is for the **“Plays”** category when compared to any other category.

### Using the pivot table and chart based on **“**Outcome Status by Year and Month**”**, it is evident that June and/or July month had better success rate with declined failure rate in majority of the years between 2010 to 2020 when compared to other months.

# LIMITATIONS:

## From the pivot table and chart analysis dataset we cannot conclude that

### Does spotlight or staff pick has any contribution to the success or the failure outcome of this campaign?

### Does the duration the program held have any impact on the success or the failure outcome of this campaign?

### Do the goals set, and backers count have any a contribution to the success or the failure outcome of this campaign?

### Also, the Crowdfunding dataset does not indicate if there is any rule set like right proportion of backer count vs goal set or with duration of the program held to evaluate any miss or adherence with that proportion could have impacted the outcome status.

**Some examples like listed below:**

* For every Goal Set amount = 1000, there should be minimum5 Backer count
* For a 2 days duration program cannot exceed 2000 goal or must have minimum 1000 backer’s count.

Considering there is no such rule, it can cause some anomalies in prediction as the Goals, Backers counts values have way too low ( like 0) and/or way too high values(like values greater than 190000) is present.

# Other Chart Suggestions:

## With available crowdfunding data few other additional pivot tables and chart analysis could be done as listed below which may help to uncover any unknown trends hidden behind these data sets and might help to narrow down to a specific aspect of the crowdfunding campaign.

### Pivot table and bar chart that analyzes all the category with respect to spotlight and campaigns outcome.

What additional value would they provide? 🡪This would provide more insight into the outcome status with respect to the spotlight impact in the Crowdfunding campaign.

Chart, bar chart

Description automatically generated

### Pivot table and bar chart that analyzes all the category with respect to staff pick and campaigns outcome.

What additional value would they provide? 🡪 This would provide more insight into the outcome status with respect to the staff pick up impact in the Crowdfunding Campaign.

Chart

Description automatically generated

### Calculate the duration (**number of days between “Date Created Conversion” and “Date ended Conversion**) and create a pivot table and chart to analyze the category with respect to duration and campaigns outcome.

What additional value would they provide? 🡪 This would provide more insight into the outcome status with respect to the duration impact in the Crowdfunding Campaign.

Chart, bar chart

Description automatically generated

### Creating scattered chart with a trend line to compare the successful and failed outcomes of Backers count and Goal count.

What additional value would they provide? 🡪 This would provide a detailed insight on the trend of the outcome status with respect to backers count and goal set.

Chart, scatter chart

Description automatically generated