There are six sheets in the crowdfunding workbook, and five of them have different pivot tables and/or charts to help clarify the data into an analyzable form. The first pivot table and chart show the number of crowdfunding projects sorted by parent category in each of the outcome fields: successful, failed, cancelled, and live. The second pivot table and chart show the number of crowdfunding projects sorted by subcategory in each of the outcome fields. The third pivot table and chart show the number of crowdfunding projects sorted by month they were created, in each of the outcome fields. The bonus sheet sorts the crowdfunding projects by their goal range and then counts the number of projects in each outcome field as well as calculates percentages in each outcome.

There are some limited conclusions that can be made without adding more charts to get more information. Theater is the post popular parent category and plays is the most popular subcategory. The number of successful campaigns is only slightly higher than the number of failed which makes it hard to tell the identifying factor of why some were successful, and some weren’t. Metal, audio and world music were the least popular subcategories with 7, 4 and 3 campaigns total respectively. It is interesting to note that the three least popular campaign types also had a 100% success rate. The fourth highest overall campaign count goes to the subcategory web campaigns. The number of successful campaigns is 36 which triple the number of failed campaigns, with only 2 cancelled and 1 live. There are only two subcategories that boast of having triple the number of successful compared to the number of failed. The other besides web is television, but television only had 17 campaigns total with 3 cancelled, 3 failed, and 11 successful. In terms of success over failure, web and television did the best besides the 100% successful campaigns mentioned above. Plays, rock, and documentaries did the best in terms of overall campaign subcategory popularity.

Based on how the data is analyzed, different conclusions can be drawn. For instance, when looking at the percent of success within a goal range, there are three ranges that have a 100% success rate: 15,000 to 19,999; 20,000 to 24,999; and 30,000 to 34,999. While these may seem like the ideal goal ranges to target because of the success rate, they only had 10, 7, and 7 projects in them respectively. More charts and tables would help to analyze the crowdfunding data. One example is the percentage of outcomes per subcategory to give a more readable comparison and to identify which subcategories are most likely the best to invest in or start a crowdfunding project within. Another would be to look at the length of time each successful campaign ran for and to look at how long the cancelled and failed campaigns ran before they stopped. Time is money and knowing the average length of time needed for a successful campaign would be useful. Time would also help identify if there are outliers who were successful only because their campaign ran for an extensive amount of time.

The limitations of the data set are mostly in what is difficult to quantify. There are many ways to advertise crowdfunding and advertising would be extremely influential to the success rate. An example would be the production of Vox Machina by Critical Role. Critical Role is a group of voice actors who make YouTube audio recordings of themselves playing Dungeons and Dragons. They have been active for years and have a large following. They announced that they would produce a one-shot animated video based on their adventures since the fans had been asking for one for a while. Their goal was $750,000 for a short 22 minute one-shot. Within 1 hour they had raised 1 million dollars. By the end of the day the amount rose above 3.5 million dollars and their animated special could become an 88-minute-long movie. The group decided to announce benchmarks and for each benchmark reached they would add another episode to their production and then readjust their goal. They ended up with 11.3 million dollars and were able to guarantee at least 10 episodes. The points of this long example are that the original goal changed multiple times, the crowdfunding campaign started with a very large online following to support it, and the campaign was requested by the people most likely to support it. We do not know that the goals were not lowered after a long amount of time and only then were they considered successful. We do not know which campaigns started having a solid base of backers ready to invest and which started with nothing and became successful through means such as advertising. We do not know the reasoning why the cancelled campaigns were cancelled. Was it too difficult to get funding or was there some behind the scenes reason the cancelled campaigns fell through.