After manipulating the data I was able to identify several trends within it. At first glance, the Crowdfunding data is hard to interpret, but after creating Pivot Tables and charts to better visualize the data, I was able to make some conclusions about it. The first thing I was able to deduce by adding visuals to the data sheet is that the majority of donators met or exceeded their donation goals. By using conditional formatting with a different color to show whether donators had met their goals, it was easy to tell that most of them had. So I was able to conclude that most donators will meet their donation goals in Crowdfunding campaigns. The second conclusion I was able to find was that Theater was the most successful category, with Plays also being the most successful Sub Category. This was made obvious by the 2 stacked-column pivot charts I made that clearly show theater and plays as the tallest columns in both charts. This allowed me to conclude that when it comes to Crowdfunding campaigns, people are more interested in live entertainment The third conclusion I made based on the data is that there is a downward trend in success from the month of July to the month of September. The pivot-chart line graph clearly shows a steep decline in the “success” column during that period of time. Based on that we can conclude that from July to August is not a good time of year to get donations.

One limitation to this data I noticed is that the outcome was classified based on whether the donators met their goal or not. If they met or exceeded their donation goal their outcome was “successful” and if they did not meet it, it was automatically deemed “failed”. I think this is not the best way of doing that because it gives donators a “fail” whether they were $1 short of their goal or if they didn’t donate a single dollar. For an example to clarify the problem here, a donator could have a goal of $5,000 USD and have donated $0 dollars and they would be a “fail” and a donator could have a goal of $5,000 USD and donated $4,999 out, would get the same “fail” outcome. To fix this we could have added a outcome called “partial success” if a donator met at least half of their goal. The additional value that would provide is that it would show us who tried to reach their goal and failed and who did not even try.