

Crowdfunding Report
Homework 1
Nicholas Buse

Given the provided dataset, we can make several conclusions. The first being, crowdfunding is a useful tool for funding projects in artistic endeavors. When looking at the Category Pivot Table, we can see that 697 of 1,000 total projects involved theater, music, and film & video. The second conclusion we can make is that the most common category, theater, is the third most challenging category to succeed in, with a success rate of 54%. This is nearly 2 points lower than the average across all category at 56.5%. The third conclusion we can make is that you should wait until June and July to submit for the best chances of success, with roughly 64% and 62% success rates vs total project in each month.

There are some limitations to this dataset. We aren't provided enough detail. It would be incredibly useful to know why projects failed. It would also be useful to know if the submitting entity is familiar with the process or if this was their first endeavor.

Another table and graph we could create could contain name, count of projects, and outcome for the entity to see how successful certain groups are compared to others. This would be useful in knowing which groups to back with better success rates, so you are able to get more value out of backing.