Caleigh Teahan

Module 1 – Challenge 1

Through detailed data analysis of our crowdfunding sample, we can draw conclusions about the effects of multiple factors that can lead to an either successful or a failed crowdfunding endeavor. Three conclusions we can understand from our data on crowdfunding are the importance of Category, both the greater category and smaller category, the country the fundraising was done in, as well as the effects of time of year for fundraising. From the analysis of the categories and sub-categories, it is clear to see categories focused on the arts, particularly the theater, or plays, received the most successful fundraising. Similar trends were noticed in all the countries sampled, except for Great Britain, which unlike other countries had a higher number of successful fundraisers in film and video. Also, to be noted from this analysis is the effect the month of the year had on fundraising. There is a slight increase of successful fundraising campaigns around the summer months.

There are still some limitations to the data. This data just shows the outcomes of the fundraising campaigns, but not what methods were primarily used to fundraise. Such data would help illustrate the methods that worked best as opposed to methods that didn’t work as well.

An additional table that I believe would add additional value to this data set is a table showing average donation by category. We could achieve this by first inserting a pivot table to maneuver by category and sub-category, and then we could create a line graph showing which categories had the highest and lowest categories. This could help future fundraisers set more realistic goals for fundraising and thus more successful campaigns.