Report For Crowd Funding

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Given the data, what are three conclusions that we can draw about crowdfunding campaigns?

1. While looking at the data presented in the crowdfunding campaign, the first conclusion I found was based on Parent Category, while projects were at the lowest amount out of the other Parent Categories, Journalism is over 100% funded with no failed funding. This concludes that even with not many projects, they are the only group with all successful funding.
2. The second Conclusion I had found is out of 1000 projects, 565 projects are successful with funding. This shows that even though some projects might not make their funding goal, many do and even succeed in what they set their goal at. This also can help find projects that were very close to the goal but not quite there that could possibly be rebooted to make the goal.
3. Lastly, a major conclusion that can be made is the most projects that can be found on this crowdfunding platform are to fund plays. Plays had an outstanding 344 total funding projects available to be funded during this time. While the number of projects is high, more than half of the projects have achieved successful funding.

What are some limitations of this dataset?

1. A limitation of the data is not having each transaction amount for each time someone has donated. This can give us an average, but not an exact idea of how much was donated at specific times whether that is days, months or years.

What are some other possible tables and/or graphs that we could create additional value would they provide?

1. It would be beneficial to include a table or graph including the percentage successful, failed, and canceled of each category and subcategory. This would provide insight on not just the number amount that was successful, but also would show percent to give an idea on which category was close to or hit 100%.
2. Another idea for a visual chart is to show the outcome versus currency. This would help with finding a trend on where the project is based and if that helps or is a negative on funding goals.

Statistical Analysis

Is Mean or Median better to represent the data?

Based on the statistics gathered, mean would be the best formula used to show a summary of the data. Showing the mean explains that the successful campaigns had the higher average of backers.

Variance was much higher in the failed campaigns. This is because with failed campaigns, you can have a very high and very low number of backers.