Colin Roberts – CrowdFunding Analysis

Create a report in Microsoft Word, and answer the following questions:

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

1a - Over 75% of backers\_count are USD funded. With the US having the highest failure and most successful. The US also has the highest out donations out of all the other countries combined. While their average donation is ranked 5th out of the countries with just under $21,000. More donations with less amounts. Plays are the favorite being the most backed with over 6 times than the closest contender. US favors their plays.

1b - Theaters have the highest out of the goals. With the arts leading the way of the top crowdfunds with music, film and video the next ones in line.

1c - Out of Sub-Categories World Music is the least successful. But zero World Music events have failed. Perhaps more should try to crowdfund more World Music events. Right now World Music is at 100%.

2) What are some limitations of this dataset?

2a- the truth pertaining to the reliability of the dataset being the nature of canceled and failed ones not being reported most of the time. In that same sense successful ones would be more like reported.

2b- It is clear the US is leading in 75% of the backers\_count, that right there is biased of other countries. Being the majority of the crowdfunding is in the US and not even close to the other countries numbers, why?

2c- Times of events, specific economic conditions where events were held, wealth of other countries all could play a factor in the nature of the failed, canceled or successfulness of the events.

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

3a- Create a pivot table with a bar chart to show success rate by country. This will show more effectively the which countries did the best with their crowdfunding events.

3b- Create a pivot table with a line chart to show average donations by country. This will provide the average donations. Like above I mentioned that even the US leads in most projects they are ranked 5th in donations with just under $21,000.

3c- a pivot table with rows of parent and sub category with a value of backers count to see which was supported the most. Filter by country to drill down into specific regions and their support. For example AU, after film and video, food trucks are in second above the rest.

4) Use your data to determine whether the mean or the median better summarizes the data.

- The mean will be better since there are much higher and lower than the median with only 200 successful, 100 unsuccessful backers. While some successful projects have upwards of 2000 backers and 3000 for some unsuccessful. The mean being 800 range is much better being that there are outliers in the data.

5) Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

- There is less variability in the data with successful. This being proven that the more backers the more successful the crowdfund trends to be. The unsuccessful shows less backers more often but there are many cases where there are 1500 backers, 2200 and 1400 even more that occasionally and still failed.