

## Excel Crowdfunding Campaign Exercise

### **Conclusions**

One of the most apparent conclusions one can draw from the presented data is that if all the crowdfunding campaigns were looked at in terms what month they concluded, the campaigns that found success the most on a twelve-month scale over the data period were those that concluded in the month of June.

In analyzing individual parent categories, the parent category whose crowdfunding campaigns saw the most success was “technology” with a success rate of 66.67% (\*“journalism” was left out as there were only a total of four crowdfunding campaigns for that parent category in the data set\*).

Conversely, the parent category whose crowdfunding campaign saw the least success (least success meaning failure or cancellation) was “food” with a failure + cancellation rate of 52.17% (\*again, “journalism” was left out as there were only a total of four crowdfunding campaigns for this parent category\*).

### **Dataset Limitations**

One of the major limitations that I think of with this data set is the absence of statistics/data regarding the reach that each crowd-funding campaign had. About reach, I specifically wonder of social media’s impact on each campaign and how much it’s absence/utilization affected each campaign. Seeing that one of the major components of this spreadsheet is the outcome of each campaign, it would make sense to delve more into “why” certain campaigns were more successful than others. This could potentially be quantified through the measurement of how many “shares” each campaign had via social media sites.

Another interesting point of data to understand more about each campaign would be to study the trends over how much money was raised for each campaign during specific sets of intervals of time (tracking the amount pledged over the time of each campaign). It would be fascinating to understand the pattern of time by which money is pledged for each campaign and this could be closely tied/associated with the previously mentioned importance of “reach”.

### **Asking more about the data**

One thought that comes to mind falls in line with the previously mentioned absence of data on the impact of technological reach for each campaign. When thinking about the COVID-19 pandemic that struck the world in 2020, companies all around the world were hit hard especially financially. Thus, side-by-side comparisons (pie charts/bar graphs) between the year 2020 (often designated as “the COVID year”) and preceding years may provide some insight regarding a topic such as how people become more interconnected through technology during a time when interaction by in person face-to-face was absent for so much of the year. The process of envisioning the short and long-term future of a company/business’ longevity and sustainability became extremely cloudy during the year 2020 and this would’ve impacted how crowdfunding campaigns were managed/organized drastically, therefore impacting the outcome of those campaigns in that year. This would help one to start asking more questions of why the data in 2020 looks different from previous years and would inspire one to search for more quantifiable data to explain why.