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**Challenge – Module 1 (Excel)**

* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  1. Just over half (56.5%) of crowdfunding campaigns were successful, with those in the highest success rates in the following parent categories: technology (67%), photography (62%), and publishing (60%). Food and games have the highest *failure rates* at 43% and 48%, respectively.
  2. Crowdfunding campaigns appear to have a greater chance of success in the Summer months (i.e., June and July). Generally, though, the data do not suggest a clear seasonal trend in crowdfunding campaign outcomes (i.e., likelihood of success vs. failure).
  3. Over half of crowdfunding campaigns – both successful and unsuccessful – have fewer than ~200 backers (Median for successful campaigns is 201 vs. 115 for unsuccessful campaigns). However, larger campaigns (i.e., those with the most backers) are more likely to end up “successful” than “unsuccessful (failed)”, as reflected by the larger variance (“spread”) in the successful campaign data. Said another way, the failed campaign data is more heavily clustered around the Min tail, implying that failed campaigns tend to have fewer backers than successful ones.
* **What are some limitations of this dataset?**
  1. The dataset lacks information (e.g., demographic) on the backers. The profiles of backers may differ by project type (i.e., by Parent or Sub-Parent category), rendering a direct, apples-to-apples comparison between “backers” challenging.
  2. The currencies are not standardized into one currency, making it difficult to meaningfully compare datapoints for campaigns from different countries.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  1. A graph comparing crowdfunding campaigns’ time duration (i.e., number of days from event launch to closure) with their outcome (i.e., successful vs. failed). One would expect campaigns with longer durations to have a higher likelihood of achieving success.
  2. A graph comparing crowdfunding campaigns’ time duration (i.e., number of days from event launch to closure) with the average donation (controlled by outcome – “successful” or “failed”). One would expect that, controlling for outcome status, that the average donation raised would directly correlate with the events’ durations.
  3. A table profiling the backers (e.g., demographics, interests, etc.). This would help us understand whether there is a single backer archetype / ‘persona’ or several. If there are several, this could serve as the basis for further evaluating the differences in outcomes (e.g., successful vs. failure, avg. donation) between campaigns across different Parent / Sub-Parent categories.