**Data Analytics Module 1 Challenge**

Crowdfunding Book Ask 15:

Ask15:

\* Create a report in Microsoft Word and answer the following questions.

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   * *Most of the funding or donation activity came from the entertainment parent companies such as theater, film & video, and music, particularly a high percentage in the sub-category of plays. These were both successful and failed campaigns, however, the successes outweighed the failed ones.*
   * *According to the crowdfunding data gathered in this dataset, more campaign funding occured in the United States.*
   * *There wasn’t much campaign activity going on in the year 2020. This is likely due to the overall impact the covid pandemic caused in most businesses that year.*
2. What are some limitations of this dataset?
   * *There is a currency column in this dataset, so we need to be mindful if we take any numbers in the Goals, Pledge, and Average Donations’ columns without the country’s filter for calculation. We could inadvertently mix a calculation of 2 different country’s Goals, Pledge, or Average Donation numbers. I would recommend that monetary columns (ie. Goals, Pledge, and Average Donations) are listed in one country currency at a time, ie. USD but allow a* ***global drop-down filter*** *to convert to another country currency. Although, a currency update of the crowdfunding file will need to occur on an ongoing basis, whether this be done manually, or done through an auto-update refresh on the daily currency rates. Not sure if that can be done on Excel.*
   * *Other than determining whether the funding/donation goals were met from these Backers, how about knowing if their funds/donations to the business entity they were backing for, worth it? In other words, was the business entity they donated to, a success or a failure? Did it bring in profit/revenue? As per pro forma, what are the projections or expectations on the revenue to be a success? Is it a business entity that continues to produce revenue, for how long? For example, a movie or a theatrical play may produce revenue during the launching period, then the revenue starts tapering down. We could break down the sub-categories to the business entity names that these Backers funded.*
   * *The data in this crowdfunding dataset only states that it was created from one Data Analytics source - ‘Trilogy Education Services, LLC.’ How did they gather the data? Did they gather the data from multiple Data Analytic sources? Assuming they did, it would be good to provide the Data Analytics source listed for each line of information in the Crowdfunding dataset and list the Data Analytics source’s success rate.*
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * *A currency conversion drop-down filter to calculate one type of currency on all the monetary columns in the crowdfunding dataset sheet. This will prevent confusion when referring to which country the funding came from. It’ll be fine to list the country, but I’m not sure why we have a column showing what currency the money was retrieved in. If that were the case, we would see the monetary columns in that country’s currency.*
   * *Include in the table, a breakdown of the sub-categories to the actual business entity names the Backers had funded or donated to. We would need more information from the Data Analytics’ source ‘Trilogy Education Services, LLC.’*
   * *Was the funded business entity a success or failure? Did it produce a profit? Create a column in the table to show whether there has been a profit by subtracting the Backer’s pledge from any revenue that has been made by the business entity. If the result is a positive number, a profit has been made. If the result is a negative number, then no profit has been made. Create a 2nd column that will answer if the Backer’s donation to the business entity was worth it. If the business entity shows no profit (a negative profit number), then the result in the column will state “failure.” If the business entity shows a profit (a positive profit number), then the result in the column will state “success.” More information we could add onto this…A 3rd column could be produced if there is a revenue goal date. This could be added to cancel out a profit “failure” if the revenue goal date has yet to be reached. The result could then either state “N/A – still in progress.”*