GT Data Analysis Boot Camp

Module 1 Excel Challenge

Michael Damas

Module 1 Challenge Write Up

Based on the data presented in the Crowdfunding workbook we can draw three conclusions about crowdfunding campaigns from the data. The first conclusion is that the most successful crowdfunding campaigns are film and video campaigns. Of the fourteen campaigns that went Live, five of them were film and video projects. We also see that they have the second most funded campaigns with an amount of 102 out of 565 successful campaigns, falling right under the 187 that the theater category has. Secondly, we can conclude that theater is the most popular crowdfunding campaign to have due to the sheer amount in the data. Out of the one thousand campaigns shown, theater comprised 344 of them. I conclude that this could be due in part to the more physical and some would say easier nature of putting on a play compared to other projects in this data set such as creating a video game or making music or a new platform in the technology category. We could also extrapolate this assumption to the “fine arts” categories, since theater, film & video, and music have the most campaigns in the data set with a grand total of 697 out of 1000 campaigns. The third conclusion that can be drawn is that crowdfunding campaigns are most successful in the winter seasons. We see in the data that the winter months of November, December, and January have a total of seven live campaigns out of the fourteen recorded for the dataset.

Not all datasets are created equal. A limitation of this set is where the samples were drawn from. 763 of the one thousand total campaigns were from the US. Keeping in mind the above conclusion regarding the fine arts, other countries around the world put more emphasis into theater and music production than the United States. Canada for example subsidizes arts production and heavily incentivizes movies to be made within their borders, providing a tax break to those that do. Cultural and societal differences such as these can lead to differences in what type of campaign is being funded. Another Limitation is campaign goals. It difficult to determine which types of campaigns are more successful when the goal varies so widely within the data set. The lowest goal amount is $100 and the highest is $199,200. Such a widespread leads to additional variable within the data set.

Another chart that could be used to visualize this data would be a pie chart. This chart could help show how much of the total campaigns were certain categories, subcategories, or their outcome. We could even dive deeper and create pie charts for each category and compare those categories to their outcome status or subcategory to outcome status, like the bar charts but helping to visualize how much of the whole data set is comprised of live, successful, cancelled, or failed campaigns.