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Module 1 Challenge

Written Report

After analyzing the data, we can identify perimeters of success through the Pivot Table, Pivot Chart, Goal Outcomes, and Statistical Summary. Based on the data provided by the crowdfunding campaign, we can understand that regardless of the outcome, most campaigns occurred in the summer months, with July having the most successful month of campaigns. Out of all the subcategories, plays had the greatest number of campaign events and had the most successful, with film and video being the highest in the parent category. Goal categories 15000-19999, 20000-24999, and 30000-34999 had a 100% success rate of projects.

Some limitations in this dataset include the missing data for events that occurred as it did not show up on the Data Created Pivot Table. It is also hard to compare what is successful when the currency of campaigns is varied. If we were to compare everything to one currency, we would be able to detail which campaigns raised more money more accurately. It would’ve also been helpful for an analyst to understand the terms of what a staff pick, spotlight, and the difference between live and successful in terms of goal outcomes and crowdfunding.

Creating a bar graph to compare the pledged versus goal columns with the percentage funded written above the pledged bars as a table element for campaign organizers to understand the disparity and to analyze what is and isn’t working for their campaign fundraisers. Another interesting data point to see is to compare the length of campaigns with money pledged to see if longer campaigns were more successful.

Statistical Analysis

I believe the mean and median do not best summarize the data to the large range of backer count support. The variance for both successful and unsuccessful campaigns is high, implying that the data collected is widely dispersed. Both data points do not share more information about the outcomes of the campaigns.