Written Report 1

Given the data we are able to conclude a number of things, while not digging too deep into the data. As we can see, crowdfunding campaigns seem to be more successful than not. This can be seen as a positive, obviously. In addition, something I noticed from the data, particularly the pivot table including the month, is that the success of a campaign does not seem to be effected by the time of year. We can also conclude that crowdfunding is used more in certain categories than others. For example, crowdfunding was almost never used within journalism; however, it was used drastically more in theatre.

The biggest limitation that jumped out at me was the issue with currency. We are given the country and currency of the donation; however, we are not given an exchange rate. This alone is going to skew our data in a very drastic and most likely poor way. In addition, how are they crowdfunding campaigns being marketed? Who are we reaching out to?

Additional graphs and charts that could be useful could compare success by country. We can see what areas of the world are taking advantage of crowdfunding. We could also take a deep dive into the companies that are most successful and least successful.