1. Conclusions

When looking at the pivot table and corresponding line graph, we can see that throughout all the years and categories, May has the highest successful rate in which to launch a project. December on the other hand is the worst month to launch a project as the number of failed projects exceed the success rate.

In the Parent Category section, we can see that theater has the highest number of projects launched with more than a 60% successful rate followed by Music with a 77% success rate. Journalism is the worst project to try to start as all of them are eventually cancelled.

In the Sub-Category section, we can see that almost all genres of music have a 100% success rate in the case of classical, indie, metal, pop, and rock music. One would not expect to succeed doing faith, jazz, or world music as they all fail or are cancelled .

Bonus - When looking at the pivot table of goal amount and the percentage of successful, failed or canceled projects, there is a correlation between the goal amount and the outcome of success for the project. As the goal increases in value, the success percentage decreases and the failure and cancelled percentages increases.

2. Limitations

One limitation is it includes extreme outliers with some projects with a goal of a $1, whereas these projects will most likely meet their goal because of the small amount needed, skewing the success rate.

Another limitation is some of the projects are not really projects but people just selling things like CD’s, digital photos, etc or have already completed the project. This limits the data on true projects rather than merchandising projects. If one was hoping to crowdfund a concert and looked at the success rate of music and saw the high percentage rate of success, he could be misled not realizing the projects listed were merchandising projects and not an actual project.

3.Tables/Graphs

We could create a pivot table and pie chart showing the percentage of successful projects based on the country. This would allow the potential starter to narrow down a country to start their project thereby increasing their success percentage.

We could also create a pivot table showing the total number of backers between all the countries also helping someone to narrow down a country to start their project.