Excel Module

Crowdfunding campaigns

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
* What are some limitations of this dataset?
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Here are three conclusions that we might draw about crowdfunding campaigns, given the provided data:

1. They have a high failure rate.
2. They’re more common in the U.S.
3. The majority are done for theater/plays.

The above points are considering the provided data only and do not consider the limited sample size or where this data came from (unknown to us).

Limitations of this dataset are:

- This is a small sample size considering this is a huge market.

- The campaigns don’t seem to increase in number since 2010, however, crowdfunding is supposed to be a rapidly growing business sector.

- The data is mostly for crowdfunding campaigns in the U.S. and has limited data for other countries.

Other possible tables and graphs:

We could look at the number of backers compared to the percent funded, goal, and outcome. This could show us the stats on the backer counts compared to the goal and outcome which could tell us how many backers on average are needed (per goal size) to be successful.

We could investigate the outcome and percent funded compared to the average donation size to see if there’s a correlation between these and if average donation size matters. This could be done compared to the goal.