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| Crowdfunding  REport |
| Jorge Chavez Excel Challenge  Due: 12/22/22 |



#### Given the provided data, what are the three conclusions we can draw about Crowfunding campaign?

#### Conclusion 1:

#### **Drawing from the Data presented of 1,000 Crowding projects, we can determine projects are more successful 57% of the time, then follows failed with 37%, and lastly Canceled with 6%. Some of the data points that were outstanding were the frequency of each category that visualizes the top 3 categories that use this platform in order to back their projects, which are Theater, film & video, and music. It could be said that Journalism has the highest success rate with 100% with a total of 4 projects. This sample size per category of this data is very limited in size to say that this category is best for backers to fund**.

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### Conclusion 2: This specific chart demonstrates which subcategories have been the most successful, unsuccessful, live and cancelled. after analyzing the individual data from the subcategories to statistics, the SUBCATEGORY with the most successful rates was “plays” with a ratio of 187 Successful projects out of 344. Two of those projects are currently ongoing while 23 have been cancelled. On the stacked bar graph, you can see that even though the “place” subcategory is categorized as one of the ones with the most successful project rates, it still does not support that it is in fact the most successful subcategory over all the other ones, hence it's unsuccessful rate being 132 out of 344 almost equaling to the amount of its successful rates. The subcategories with 100% success rates were “audio”and “world music”, however it must be noted that the reasoning behind this is because there was only a total of four “audio” projects and three “world music” that were all successful due to the limited number of projects that were done. It is important to reemphasize that the number gathered in this graph may not be statistically significant given that the samples are notably smaller than the rest of the subcategories making it difficult to derive a solid conclusion**.**

#### Conclusion 3:

#### Finally, after looking at the outcome numbers based on the launch dates, it can be inferred that there was an accelerated decrease in the success rate past mid June, averaging from a high 58 to a low of 41 success rates in a one month span. It could also be noted that after the month of November the failed number seemed to finally surpass the success rates. In conclusion there was a smaller correlation between both the amounts of successful and failed rates hence why their amounts are so close in range.

#### 2.What are some limitations of this dataset?

#### After analyzing all the data it is apparent that one of the limitations this data set has is that the sample size category is too limited and would have had more efficient data analytics if the projects were conducted at a higher capacity.

#### this data set had outliers which leads to skewd data ex. amount of campaigns per countr

#### What are some other possible tables and/or graphs that we could create?

#### A boX plot – would help visualize outliers in this set

#### Creating a bar graph- to determine a comparison of countries with their successful and failed rates

#### a statistcal analysis -for the amount of successful and failed per country