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Homework 1

August 29, 2020

**Conclusions**

* Campaigns launched between February and May, July and November tend to be more successful than those launched in January, June, or December for the past five years.
* The sub-categories of food trucks, animation, wearables, translations and mobile games have the highest rate of failure out of all campaigns by sub-category.
* The parent category of Theatre, specifically plays, has the most successful campaigns.
* January holds the highest amount of failed and cancelled campaigns throughout all years.
* Campaigns with higher amounts of funding tend to be more successful.

**Limitations**

* We do not have information regarding why campaigns have failed or been cancelled.
* Limitations regarding holidays and other less-engaged times of year must be accounted for.
* We do not have information regarding who these campaigns have targeted, and therefore, if they are targeted correctly.
* We do not have information regarding what kind of campaigns are being launched. This would help us have more specific insights.

**Additional Information to Consider**

* Pivot table showing average amount pledged by category and sub-category, filterable by year and country to see which ones have highest amount of funding.
  + This same pivot table but with “state” as a column to see which categories are funding the least successful/most successful campaigns.
  + A bar graph can be created from this table to have a visual representation.
  + For example, it is showing that the Technology receives the highest amount of funding for failed and canceled campaigns.
* Bar graph showing amount pledged by category or sub-category.
* Pivot table showing average funding goal by category and sub-category, showing which are looking the most funding.