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Report about Analys Data for Crowdfunding Campaigns:

1. When I make the count campaigns pivot table, it has shown the following

Results:

|  |  |  |  |
| --- | --- | --- | --- |
| The most successful category | Number | The least successful category | Number |
| Theater | 187 | Journalism | 4 |
| Film &Video | 102 | Games | 21 |

|  |  |  |  |
| --- | --- | --- | --- |
| The most failed category | Number | The least failed category | Number |
| Theater | 132 | Photography | 11 |
| Film &Video | 60 | Food | 20 |

|  |  |  |  |
| --- | --- | --- | --- |
| The most canceled category | Number | The least canceled category | Number |
| Theater | 23 | Games | 1 |
| Film & video | 11 | Publishing & Technology | 2, 2 |

* The Types of projects are proposed most often: theater and film & video
* The Types of projects are proposed least thing: journalism & games

1. When I make the sub category pivot table, it has shown the following

results:

|  |  |  |  |
| --- | --- | --- | --- |
| The most successful category | Number | The least successful category | Number |
| plays | 187 | world music | 3 |
| rock | 49 | Audio, metal, mobile games radio & podcasts | 4,4,4,4 |

|  |  |  |  |
| --- | --- | --- | --- |
| The most failed category | Number | The least failed category | Number |
| plays | 132 | Metal , television | 3 |
| rock | 30 | Radio & podcasts | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| The most canceled category | Number | The least canceled category | Number |
| plays | 23 | Animation, fiction, jazz, nonfiction, shorts, video games | 1,1,1,1,1 |
| rock | 6 | Drama, web | 2,2 |

* The Types of projects are proposed most often: plays and rock
* The Types of projects are proposed least thing: Animation, fiction, jazz, nonfiction, shorts, video games

1. When I make the outcomes table based on date, which is based on the month of the year, it has shown the following results:
2. The most project are proposed on: January and July
3. The least projects are proposed on: September and November

* The most projects are successful on: July
* The most projects are failed on: January
* The most projects are canceled on: August
* The least projects are successful on: August
* The least projects are failed on: September
* The least projects are canceled on: April

1. Goal Analysis:

* Total percentage successful :57%
* Total percentage failed: 37%
* Total percentage canceled: 6%

In summary, while the data shows a commendable success rate, the high percentage of failed projects warrants attention to refine project strategies and processes, ultimately aiming to increase the success rate and reduce both failures and cancellations.