Karl Schultz Module 1 Challenge

**Crowdfunding Analysis Report**

A few conclusions from this crowdfunding spreadsheet and the analysis we applied to it as part of our Module 1 Challenge can be found:

**1.)** From our chart comparing the size of the campaign in terms of money hoped to be raised compared to percentage of said campaigns that succeeded or failed, we can conclude mid-sized campaigns tended to be most successful. Looking at the chart from the sheet entitled **GoalsAnalysis,** campaigns with a goal from 10,000 to 30,000 were consistently between 75% to 100% successful in meeting their goals, where that number dropped below 70% on average for smaller and larger campaigns outside that range.

**2.)** The percentage of campaigns that succeeded and failed did not vary much by category. While some categories for crowdfunding like theater were far more frequent than others like photography, the rate of success and failure was quite similar across all categories. This can be seen from the **CampaignsByCategory** sheet.

**3.)** Crowdfunding campaigns were consistently most frequent in the summer months from June through July, dropping off significantly by September into the fall months. Rates of success were also slightly improved in the summer months, but not by a large enough amount to draw any sweeping conclusions. This can be seen from the chart on the **Line-Graph** sheet.

There are a few limitations from this data. For one, we cannot determine how effectively the money raised was actually used once it was raised in the campaign. All this data can show is how successful the campaigns were at acquiring their funds. Second, we have plenty of data on how many backers each campaign received but we don’t have any data on what the size of each individual donation was. Single donors could give as little as 5 or as many as 1000000, but we don’t know from the data the effect of this on the crowdfunding campaigns.

There are other graphs and tables we could have created from this data. For example, we could have created a graph comparing success rate by year of campaign rather than just by month/time-of year. We could have compared the success rate of campaigns given a staff pick versus those that did not. We could have compared the success rate of campaigns by average donation size. These are just a few additional chart analyses we could have created.