Module 1- Excel Challenge Review

The goal of this analysis is to find out what makes a successful lead for crowdfunding. In the data we are looking at one thousand sample projects to find any trends that indicate a successful campaign. Crowdfunding leads are important to a project’s success because the project must first pass an initial goal, to be funded completely. If a product is successfully funded through platforms such as: Kickstarter or Indiegogo, companies or entrepreneurs will be able to launch new products.

Visual A

Table 1:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| animation | 1 | 10 | 2 | 21 | 34 |
| audio |  |  |  | 4 | 4 |
| documentary | 4 | 21 | 1 | 34 | 60 |
| drama | 2 | 12 | 1 | 22 | 37 |
| electric music |  | 8 |  | 10 | 18 |
| fiction | 1 | 7 |  | 9 | 17 |
| food trucks | 4 | 20 |  | 22 | 46 |
| indie rock | 3 | 19 |  | 23 | 45 |
| jazz | 1 | 6 |  | 10 | 17 |
| metal |  | 3 |  | 4 | 7 |
| mobile games |  | 8 | 1 | 4 | 13 |
| nonfiction | 1 | 6 | 1 | 13 | 21 |
| photography books | 4 | 11 | 1 | 26 | 42 |
| plays | 23 | 132 | 2 | 187 | 344 |
| radio & podcasts |  | 4 |  | 4 | 8 |
| rock | 6 | 30 |  | 49 | 85 |
| science fiction |  | 9 |  | 5 | 14 |
| shorts | 1 | 5 | 1 | 9 | 16 |
| television | 3 | 3 |  | 11 | 17 |
| translations |  | 7 |  | 14 | 21 |
| video games | 1 | 15 | 2 | 17 | 35 |
| wearables |  | 16 | 1 | 28 | 45 |
| web | 2 | 12 | 1 | 36 | 51 |
| world music |  |  |  | 3 | 3 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

Taking a quick look at Visual A we see that the plays have the most successful campaign. However, this is because it had the most entries taking around one third (333/1000) samples in the project. We are looking for a category with a higher percentage of successful campaigns (plays having a 54% success percent rate) I would lean more toward a television route them having a (64% success rate) or using the Web as a trend (70% Succes Rate).

\*Success rates were found using Table 1 Dividing Successful campaigns divided by the Grand total in their individual categories.

Visual 2

Another conclusion we can draw from our data can be found in Visual 2. Looking at the line graph we find more success stories in campaigns occurring in the summer months (May-July). Perhaps more successful campaigns occur due to the public having more free time with kids out of school ect.

In conclusion, from the thousand samples given of lead generators. I would recommend starting a campaign in the early months of summer with a television or online source. This would be the most path for launching a successful crowdfunding campaign.