MEMO

08/30/2023

To: CFO

RE: Crowdfunding Analysis

The crowdfunding data provided was analyzed using Excel pivot tables and charts and provided interesting insight. We find that when investing in these opportunities the most successful projects were in the categories of theater, film/video, and music. Conversely, they were also the categories with the most unsuccessful projects. When we look at the data from a broader perspective we find that the years 2017, 2019, and 2018 were the most successful. Also, with no surprise, the year 2020 was the least successful year for projects due to the Covid19 outbreak having only two projects started and canceled for the entire year.

We do find limitations in the dataset that effect the profitability comparison. Project values are displayed in various currencies which have not been converted to comparative values. The length of each project is different making their analysis less precise. And there are categories such as “theater” that has only one sub-category “plays” making in depth analysis, i.e. types of plays that are successful, impossible.

If we want to have a more precise analysis of this dataset, there are more objects we could create. A calculated currency conversion column would equalize monetary values for comparison. Adding an “average donation” by company/investment group for additional insight into which offer higher success rates. And we could add pivot tables/charts to narrow down exact parent/sub category combinations were the most/least successful.

Please let us know what further analysis we can do to provide you with accurate decision making data. Thank you.