# MODULE 1 | CROWDFUNDING ANALYSIS MICKEY YOUNG | m.s.young@ieee.org

## Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

* **High Chance of Success**: The majority of campaigns within the data set are successful (56.5% of campaigns are success per 1,000 campaigns)
* **Cancellations Are Not as Common**: Only a small portion of crowdfunding campaigns are canceled (5.7% are canceled per 1,000 campaigns)
* **Low Success Rates for Campaigns with Goals Above $50,000**: Despite having one of the Highest Total Projects in the data set, campaigns with dollar Goals above $50,000 tend to have lowest Success Rates, the Highest Cancellation Rates, and one of the Highest Failure Rates (37.38% of campaigns with a Goal above $50,000 are Successful per 1,000 campaigns, the lowest among all Goal categories)

## What are some limitations of this dataset?

* **Variable Donation Value**: Different currencies may misrepresent the actual amount raised. In addition, the data set spans over many years, where conversion values may change.
* **Variable Duration of Live Campaign Time:** Campaigns run for different lengths of time, which may skew the success rate of certain Parent Categories & Sub-Categories
* **Launch Date Charts Ignore Year**: Since the data set measures multiple years, simply looking at Success Rates and Total Projects by month is not enough. Within these charts, we are unable to determine if the total amount of campaigns is increasing/declining over the years. For example, we do not know if the results may be skewed by more Successful campaigns in the earlier years. Although there is a “Year” Filter, the chart doesn’t allow us to easily compare year-over-year metrics and changes
* **Broad Parent & Sub-Category Types**: Lack of specificity in categories. Lumping campaigns into broad categories may result in some categories appearing more successful than others.

## What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* **Percent Funded by Parent Category & Sub-Category**
  + A table and bar graph with this information would provide further insight into the success of each campaign, the average amounts in which each Parent Category & Sub-Category either exceed/fall short of their Goals, etc. When running crowdfunding campaigns, this type of information could be useful in determining where pledge/investor interests lie
* **Amount Pledged by Parent Category & Sub-Category**
  + Similar to the above, since the Goals of each campaign vary, having a table and bar chart with this information can help fund raisers determine where the money is
  + A country/currency filter could be useful to determine the true value of the Amount Pledged
* **Average Donation Amount by Parent Category & Sub-Category**
  + Similar to the above, a pivot table and bar chart with this information can help us determine investor interest and the willingness to contribute by categories
  + A country/currency filter could be useful to determine the true value of the Amount Pledged
* **Count of Backers by Parent Category & Sub-Category**
  + Similar to the above, a pivot table and bar chart can help us determine investor interest. However, analyzing categories by how many people are willing to contribute gain help us build on our insights from the charts created above as Pledged Amounts can be skewed by outliers. Some categories may have more Backers, which can also be a valuable metric to assess for crowdfunding campaigns
  + A country/currency filter could be useful to determine the true value of the Amount Pledged
* **Outcomes by Launch Date (year)**
  + Duplicating the Pivot Table/Charts that we completed by Month, may also be useful to see by Year. This way we can see the recency effect as well as if certain Parent Categories are gaining more relevance, investor interest, and Higher Success Rates in recent years vs. 10 years ago