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**Excel Challenge**

**Crowdfunding Analysis**

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

Across projects (1000), the top three categories with the most projects, regardless of the outcome, are Theater (34%), Film & Video (18%) and Music (18%). Likewise, these three categories allocate most of the successfully crowdfunded projects (69%). [Conclusion 1] *Therefore, the data shows that crowdfunding campaigns tend to be particularly successful where most projects span, in this case Theater, Film & Video and Music*.

The goal thresholds with the least percentage of failure were 15,000-19,999, 20,000-24,999 and 30,000-34,999, however, most successfully crowdfunded campaigns (83%), correspond to projects with goals thresholds of 1,000-4,999, 5,000-9,999 and greater than or equal to 50,000. [Conclusion 2] *The majority of successfully crowdfunded campaigns had common goal thresholds: 1,000-9,999 and greater than or equal to 50,000. Additionally, a small number of successfully crowdfunded campaigns (4%) proved 100% successful rate of crowdfunding with goal thresholds of 15,000-19,999, 20,000-24,999 and 30,000-34,999.*

The data shows crowdfunding campaigns across 10 years. From the aggregate “Launch Date outcomes” table/graph we see that June (55) and July (58) contain the highest numbers of campaigns launched during these months which were successfully crowdfunded. [Conclusion 3] *From the data, we can say that the best months to launch a crowdfunding campaign, are June and July, while the least favorable months are January, May and August.*

1. What are some limitations of this dataset?

Both, “Successful” and “Failed” crowdfunding campaigns data sets contain outliers. The data point dispersion is comparable in both sets (skewed to the right, mean is greater than the median in both cases), central tendency measures such as the mean is sensitive to be pulled towards the right tail of the distribution due to high/extreme values. Looking at just the mean may provide a misleading perception of the “typical value” in the dataset, therefore, looking at both mean and median together is a better approach.

Because we do not have information about how this data was collected, the data may not reflect additional market trends such as hype/popularity, social media or viral events leading to a higher preference to fund specific campaign categories. Across the 10-year range, data suggests a consistent preference to successfully crowdfund the top three categories: Theater, Film & Video and Music with some level of variability per year.

Multiple currencies could add noise if one was to make further analysis using the campaigns “Goals” and “Pledge” across the listed countries. Several assumptions would have to be made, particularly exchange rates across 10-year time window to be able to compare “apples vs. apples”.

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

Create a box-plot chart of the “successful” and “failed” analysis table. Why? To quickly identify outliers Why? Outliers may create a misleading impression of the data behavior impacting analysis and conclusions; thus outliers may need to be dealt with.

Create a table called “Outcomes based on Pledge”, similar to the “Outcomes based on Goal” Why? To further look for patterns, insights on initial goal vs. actual money raised through crowdfunding. Why? From the successfully crowdfunded goal thresholds (3) is there a particular goal threshold that yielded/pledged the most?

Create a table comparing successfully crowdfunded campaigns per Country. Why? To understand if there are local differences (e.g. Theater, Film&Video and Music being top successfully crowdfunded campaigns)

Create a table breaking down categories of successfully crowdfunded campaigns into sub-categories. Why? To drill down on the specific sub-categories which yield a higher conversion ratio (successful/failed) (e.g. within the Theater category look at Plays sub-category)