Crowdfunding Analysis Written Report

There are several conclusions one could draw from the analysis of this dataset. Here are three of them:

1. Category does matter. Of all the parent categories, there are two outliers. One is the “Theater” category, they are the overwhelmingly most successful category in the set of data. The other is “Journalism”, as they are by far the least successful with only 4. as seen in the Parent Category Pivot sheet. One piece that is worth mentioning is that “Journalism” does not have any failed or live outcomes, so that might display a lack of popularity amongst backers.
2. It is very clear time of year does not affect the data. For example, one month is no more successful (or more prone to failure) than other months. Of all the successful outcomes, all are between 41 and 58 through 12 months. There is not much of a discrepancy between these numbers, so it shows that there isn’t a certain month or time of year that proves to be most successful. Same exact thing goes for failed outcomes.
3. Backer count does not necessarily mean a certain outcome. Although there is a correlation between a high backer count and success, along with a low backer count and failure. There are examples you can find in the data set that have relatively high backer counts that did not end up succeeding in their goal, and vice versa to low backer counts that reached their goal.

Limitations and Suggestions

There are a few limitations of the dataset. Here are examples of a couple that I thought of:

* Average income per backer filtered by state.
* Average revenue of each category. Does this affect who donates and how much?
* Are some parent categories worth more overall revenue in the long run?
* Do men or women donate more? Furthermore, are certain categories more popular amongst women/men?

Additional tables for the graph would display some of the information I have listed above. We could to a bar chart to decipher which states have the highest incomes and decide whether that has an affect on the data. Even though based on the data we are given, it does not seem states differ very much.

We could collect data on the sex of each backer, then analyze that with how much each sex has donated. This can be displayed on a line chart or a bar graph.