Please note the first 3 sheets ie sub category pivot, date pivot and the category pivot are the ones that we have been asked to do in the assignment.

Conclusions about the crowdfunding campaign:

1. Campaigns were successful if the pledged amount exceeded the goal amount
2. The highest number of campaigns were run for the category ‘Theatre’ followed by ‘Films and Video’ and the lowest were for ‘Journalism’. The most successful too were those in theatre category followed by films and video, with music being a close third.
3. Plays, followed by Rock and then Documentary was the order of both the highest no of campaigns and most successful ones.
4. The highest number of campaigns were held in the US, with IT(Italy) and GB(UK) following suit. They were most successful in the US too, followed by the UK, then Italy.

We can construct a number of graphs and pivot tables to get some conclusions about the data. We could do outcomes vs country, years, categories to determine trends for eg when and in which category they were most successful. We could also do one to show the trends across investment brackets. Another could be to see the trends across the backers count to get an idea of the average number of backers contributing to a successful outcome.

I have done some more pivot tables to illustrate the above points -:

1. I did one with country and applied the filter or outcome - so as to see the result of campaigns with respect to the countries- this could be done to see the trend across either /or both parent and sub category. We could delve further by calculating the percentage of successful campaigns across countries
2. Another one could be that where I have used years in the row category to show the outcomes across the years. I found that most campaigns were held in 2010 closely followed by 2019 and 2015, though 2019 had more successful campaigns. I could elaborate further by calculating the percentage of successful outcomes across years to make the date more useful
3. The pivot table used to do the bonus activity is particularly useful too as it shows in which goal / investment category, the campaigns were most successful – i.e. the percentage of successful campaigns were the highest in the 15000 to 24999 categories.

Limitations of the Data set:

The objective of the exercise was to discover the trick behind having successful campaigns.

While we could get trends across countries, dates, categories and investment amounts it doesn’t quite tell us much about the other aspects of **what got the backers to commit /invest in a project or the reason behind the trends and the quality of the promotion that got the investors to commit**.

The data set could be more useful if the questions asked to gather the data were more specific, the scope of the data set could be narrowed to get more useful insights relating to the objective.

I feel more analysis would have to be done to reach useful conclusions for e.g. what could be happening in those countries, or those years that led to better outcomes. This data set, in my mind, would be a starting point to ask further questions, to narrow the scope, get more data around specific questions to arrive at a conclusion.

More information on the reward schemes and other incentives that were used to encourage the investors to commit to the projects could be gathered and that could contribute to better decision making.