Module 1 – Crowdfunding Campaigns Conclusions

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Crowdfunding Campaign Conclusions

Given the provided data CrowdfundingBook.xlsx we can draw the following conclusions.

1. The Parent Category with the highest success is Theater, with a single sub-category of plays with 33% of all successful campaigns (187/565).
2. There is an average of 30 failed campaigns per month by launch date.
3. Overall, the pledged sum is 97% of the sum of the goal.

# Dataset Limitations

This data set is limited because of the following factors:

1. This data was collected while a crowdfunding campaign was underway and seems to be incomplete, with 14 live campaigns.
2. The currency has yet to be converted into a standard currency for dollar comparison.

# Possible tables or graphs to consider.

Some other possible tables and graphs that would create additional value are the following:

1. Pie chart – A pie chart by category would be in a effective way to understand the distribution and percentage of the category values.
2. Data difference table- by calculating the difference between data create conversion and date ended conversion we can understand more about the campaign duration.
3. Currency conversion table- By creating a conversion table we can understand and standardize the value of the goal and pledged amounts.