# **CROWDFUNDING CAMPAIGNS REPORT**

* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  + As per my analysis, irrespective of country, the whole crowdfunding event is mainly focused on the theater event followed by film & video and the music events respectively. Where “film & video” has 57.30% success rate, “Music” has 56.57% success rate and “theater” has 54.36% success rate.
  + Out of the total 42 “photography” events organized by the campaign almost 62% events were successful having a very high success rate but very underrated. The journalism event is also very underrated with only 4 events but it has a 100% success rate.
  + If we drill down to the sub-category level, in “theater” the only focus has been on “plays”. In “Film and video” category the focus has been in the following order.
    - Documentary (amounting to almost 33% of the total dataset)
    - Drama and Animation (amounting to close to 40% of the total dataset)
  + And in the “Music” category the two most widely popular categories are
    - Rock (almost 50% weightage), and,
    - Indie rock (more than 25% weightage)
  + Thirdly, in the years 2012 and 2013, the number of campaigns were held relatively less than compared to other years. And the number of campaigns targeted scattered over different months of the year have been more or less the same throughout and not heavily skewed.
* **What are some limitations of this dataset?**
  + It limits to only 10 years of data and 1000 data sets. The more the data set the more accurate the outcome will be.
  + To create the third pivot table, it required a lot of manual effort from my side since it there were multiple goal ranges and that required to write formulas manually each time.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + Another Pivot table can be created based on average donation received per parent category and sub-category and their outcomes with filters on Country and Years. So that will provide us with a trend of average donations received on a yearly basis based on different countries and their outcomes and help determine how percentage of donations/funding can be increased by targeting any specific areas/interests.
* **Use your data to determine whether the mean or the median better summarizes the data.**
  + In my opinion, mean summarizes the data better since median value is quite far from the average value while mean is more the average of number of backers.
* **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**
  + Yes, there is more variability in the case of unsuccessful campaigns as compared to successful ones.
    - For successful campaigns, Standard deviation is 150% of the mean or 1.5 times of the mean and
    - For unsuccessful campaigns it’s about 163%. So, there’s a difference of 13% between successful and unsuccessful campaigns.