Vevikanand Steve Deonarine Crowd-funding Report

Based on the provided data and the pivot tables/charts that were made with it, there are quite a few conclusions that can be drawn from it. From the Parent-Company chart we can tell that Technology seems to be to most successful category with the success rate almost tripling the failed rate and only two cancellations, we can also see that food and games seems to be the hardest category to garner any success with the failed amount almost equaling the success amount. From the sub-category outcomes pivot chart, we can see that from the technology category, “web” is the one that has the highest success rate and that there is only one category in theater and that is “play”. From the years outcome pivot chart, we can see the best time of the year to launch a crowd funding campaign is from May to June because the success rate has an upward trend while the failed has a downward trend. While this data is useful, it is not perfect, one of limitations were mentioned before, there is only one sub-category for theater so when looking at the pivot table, the “plays” sub-category is inflated. Another possible limitation of this dataset is that we do not know the amount of influence the person running the crowd-funding campaign has. For Example, someone who has a million followers in Instagram is going to have way more eyes on their campaign vs someone who has three thousand leading to a better chance at reaching their goals. With the current available data-set you can create a few more charts such as looking at the outcome of the campaigns that were in the spotlight vs the ones that were not in the spotlight, this would provide insight into how important it is to be in the spotlight of the crowdfunding page.