Laura Hawkins

# Conclusions

![A screenshot of a cell phone

Description automatically generated]()The majority of the campaigns are in the theater category, which suggests that this is an industry predicated on investment. When filtering the data in the stacked bar Sub-Category Pivot Chart by category, the chart reveals that plays had the largest count of campaigns. While there’s

significant difference in the totals for each subcategory, without calculating actual proportions, the chart also reveals that the totals for successful, failed, and cancelled appear to remain relatively consistent proportionate to population size. Therefore, the data available suggests that while there is little observed discrepancy in the likelihood of the theater campaign’s outcome by sub-categorization, it is more likely that a theater campaign will be for a play.

|  |  |
| --- | --- |
| There appears to be a weak correlation between the month the campaign is created and the likelihood of success. However, the true correlation may be between the campaigns and fiscal quarters. After grouping the months by, there may be a correlation between success and fiscal quarter, i.e. which quarter may be most promising for investing. In this case, it appears that the most successes occur around the second quarter, decreasing dramatically into Q3 and remaining at a steady decline into Q4. |  |

|  |  |
| --- | --- |
| The “Food” category has the highest ratio of failed campaigns, which suggests that establishing restaurants or food service vendors is a risky venture. | A screenshot of a cell phone  Description automatically generated |

# Limitations of the Dataset

* The dataset includes a numeric ID for each entry, but there’s no good way to search for an individual campaign.
* The campaigns listed in the dataset are in multiple currencies with no column to standardize them, adding bias to graphs which display the entire dataset.
* Campaign donor data doesn’t determine the efficacy of the campaigns and real use of funds.
* No specific information on donation sources and specific amounts.
* Median donation would be more descriptive of what type of donors are contributing and whether it was majority small contributions.

# Further Considerations

Adding columns which calculate the duration of the campaign and average daily donation better illustrates how quickly each campaign reached their goal.

|  |  |
| --- | --- |
|  | Where column **DURATION(DAYS)** is calculated by the formula  =ROUND($T2-$S2, 0)  The result is the difference between the campaign start and end date, returned in a rounded format.  Column **DONATIONS PER DAY**  =$E2/$V2 |

Further, plotting this alongside the percent funded would be a potential gauge of enthusiasm about or confidence in the campaigns. Even campaigns that don’t necessarily reach their goals can generate hype.