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HW-1 Pivot tables.

**Create a report in Microsoft Word, and answer the following questions:**

Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

I have created the following figures using the data provided.

According to the data presented here, vast majority of the fundraising projects were on the theater, followed by film&video and music category. While there were some changes on the success rate, most categories, including the top 3, had about %50 success rate.

When considering the seasonal factors, it is concluded that there is a significant increase in success rate for projects started around July, and the failure/cancelation rate increased towards the end of the year.

What are some limitations of this dataset?

In this data set, it is not clear what is the starting budget of the project? The budget of the advertisement, if any famous people involved, the previous success rate of the same founders etc would increase in the success of the project.

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

I could not figure out how to calculate the percentage of the failed/success/cancel/live using the calculated fields on this pivot table. I copied the data as just the values and I was able to do so but automating the percentage values on tables like this would increase the visualization of the data.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 11 | 60 | 5 | 102 | 178 |
| food | 4 | 20 |  | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| journalism |  |  |  | 4 | 4 |
| music | 10 | 66 |  | 99 | 175 |
| photography | 4 | 11 | 1 | 26 | 42 |
| publishing | 2 | 24 | 1 | 40 | 67 |
| technology | 2 | 28 | 2 | 64 | 96 |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |