Bootcamp: DATA-PT-EAST-APRIL-041524-MTTH

Module 1 Challenge

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Crowdfunding Campaigns Conclusions

On this data analysis we compare outcome behavior on Crowdfunding's campaigns gathered from 2010 to 2020 a total outcome pledged of $42,748,055.00.

With a grand total of one thousand (1000) campaigns. This historical data focus on four categories. Within the successful (565) and failed (364) categories it was found that the outcome was one-sided, data set showed variability. However, the number of amounts of pledges range is large, indicating the presence of outliers. In addition, the cancelled (57) and live (14) categories show low number on a positive outcome.
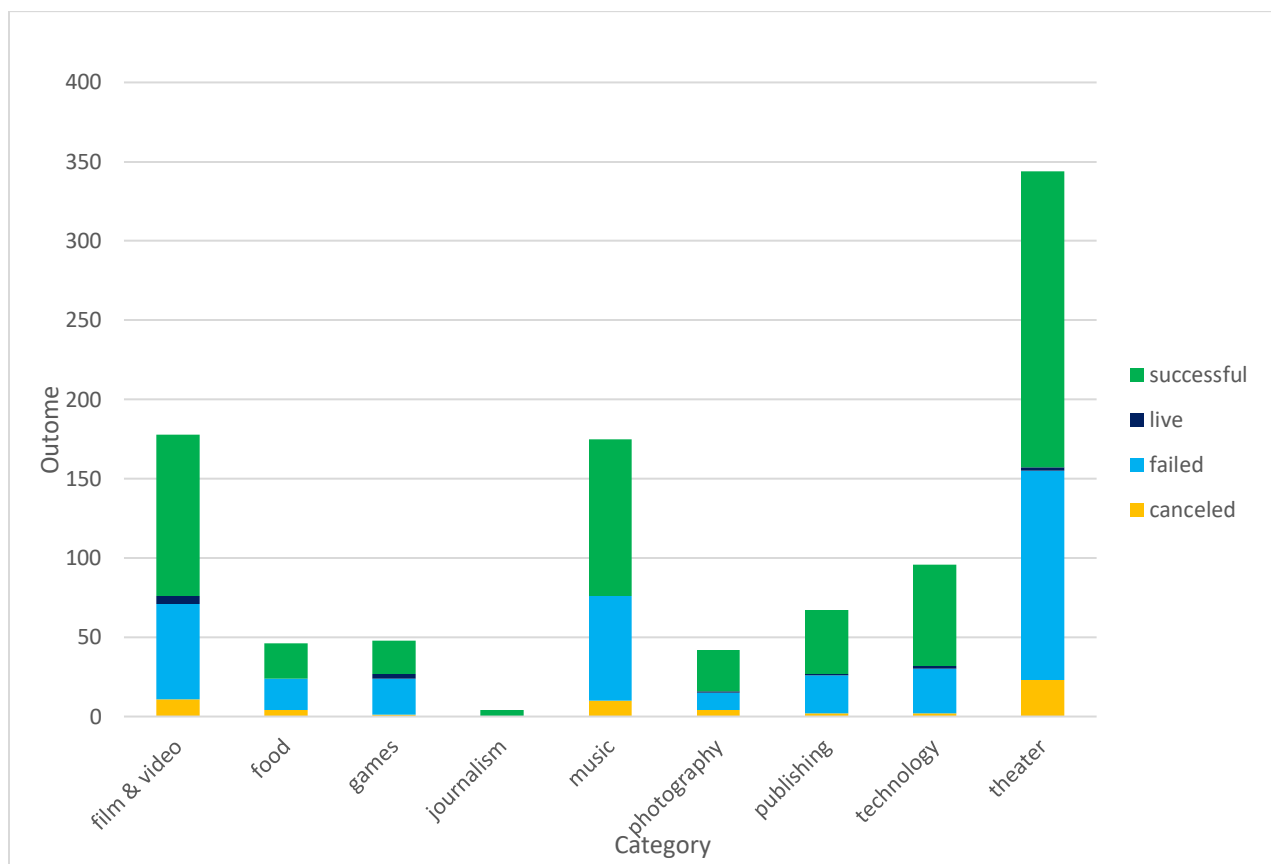
Furthermore, in the 10-year range, the successful pledges ranked on a high 73%, failed pledges 25% with a 2% cancelation rate.

The higher goal pledge ranges from $15000 to $24999 on the successful side. Failed campaigns ranked on a mid 56% on ranges from $10000 to $14999, and a closed 53% on pledges with goals greater than 50000.

Outcomes Based on Goal

— Percentage Successful   — Percentage Failed   — Percentage Canceled
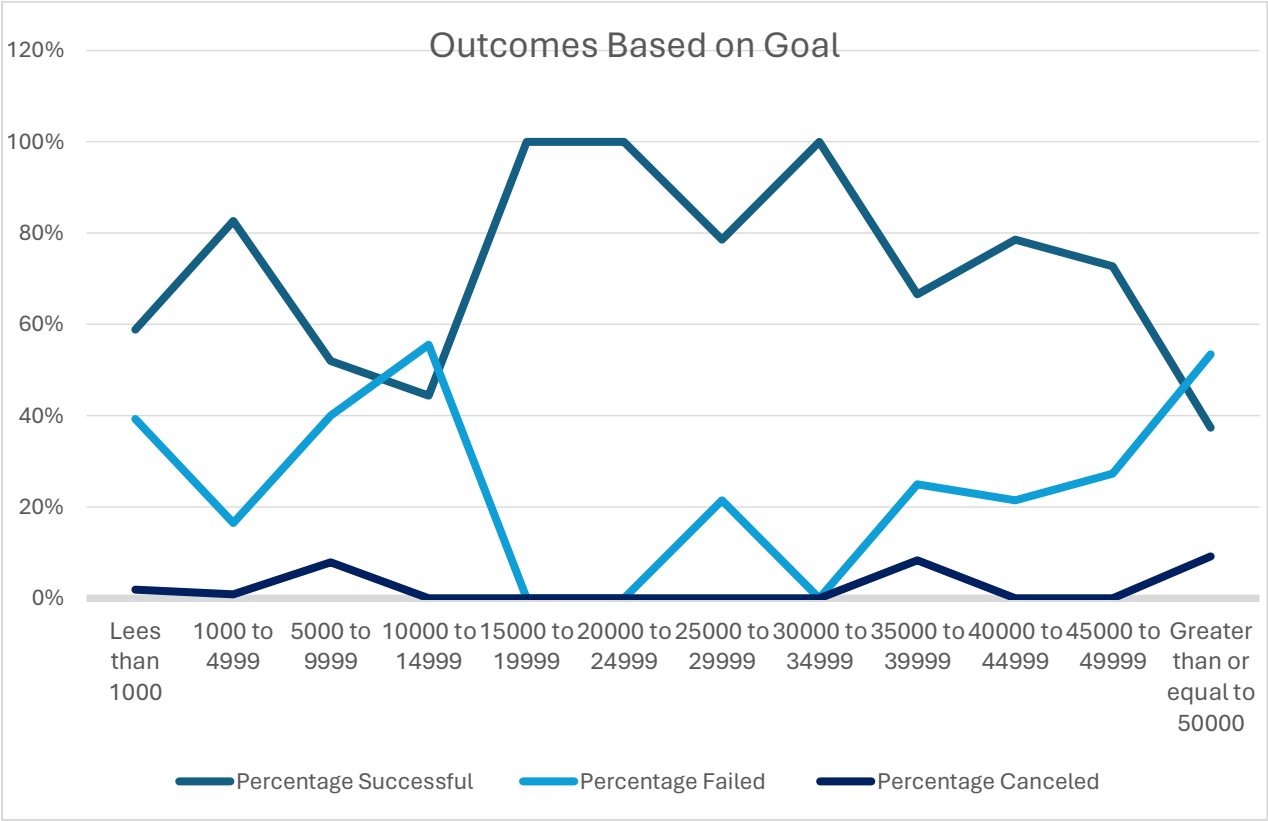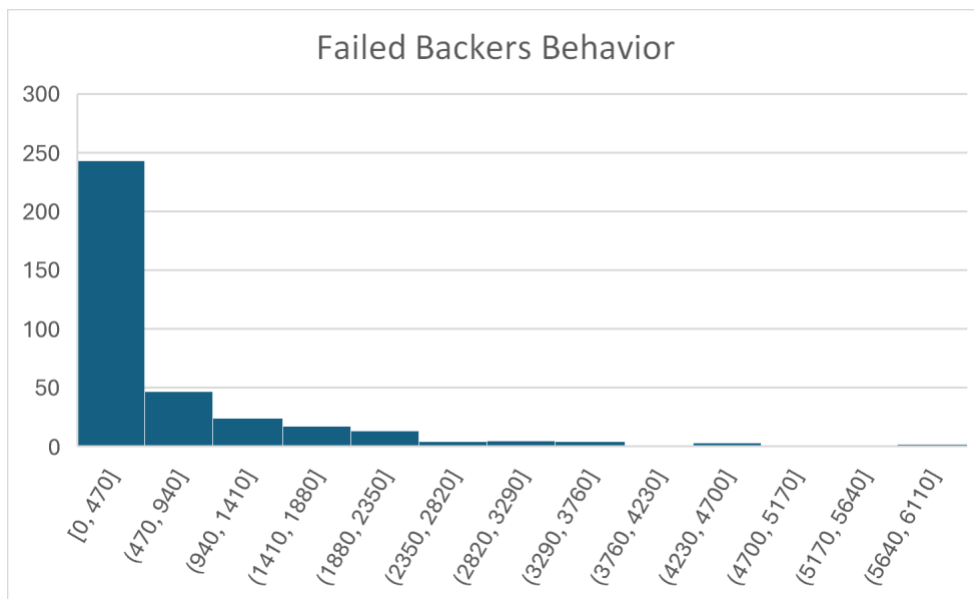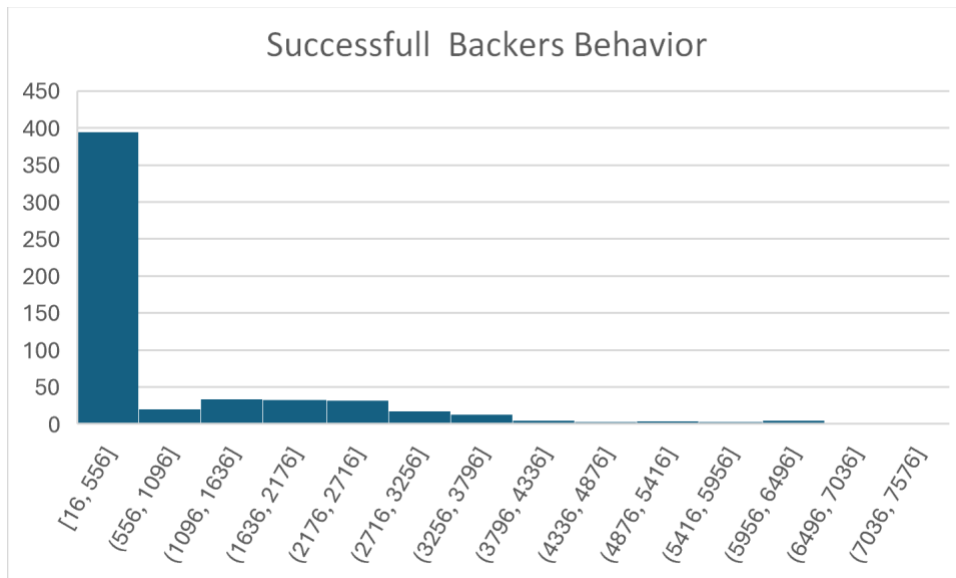
Dataset Limitations

This data shows so far positive outcome, looking into the subcategory chart a more dynamic result was observed. For example, under the subcategory "PLAY" outcomes showed the highest successful rank; including the highest failed under the same subcategory. Data does not show the specific reasons of the success and failed

strategy in play. Shareholders will want to know more details on strategic results given that the 100% successful rate ranked generously on the $20000 average. Same successful strategic could have been used in the failed or even low successful subcategories.
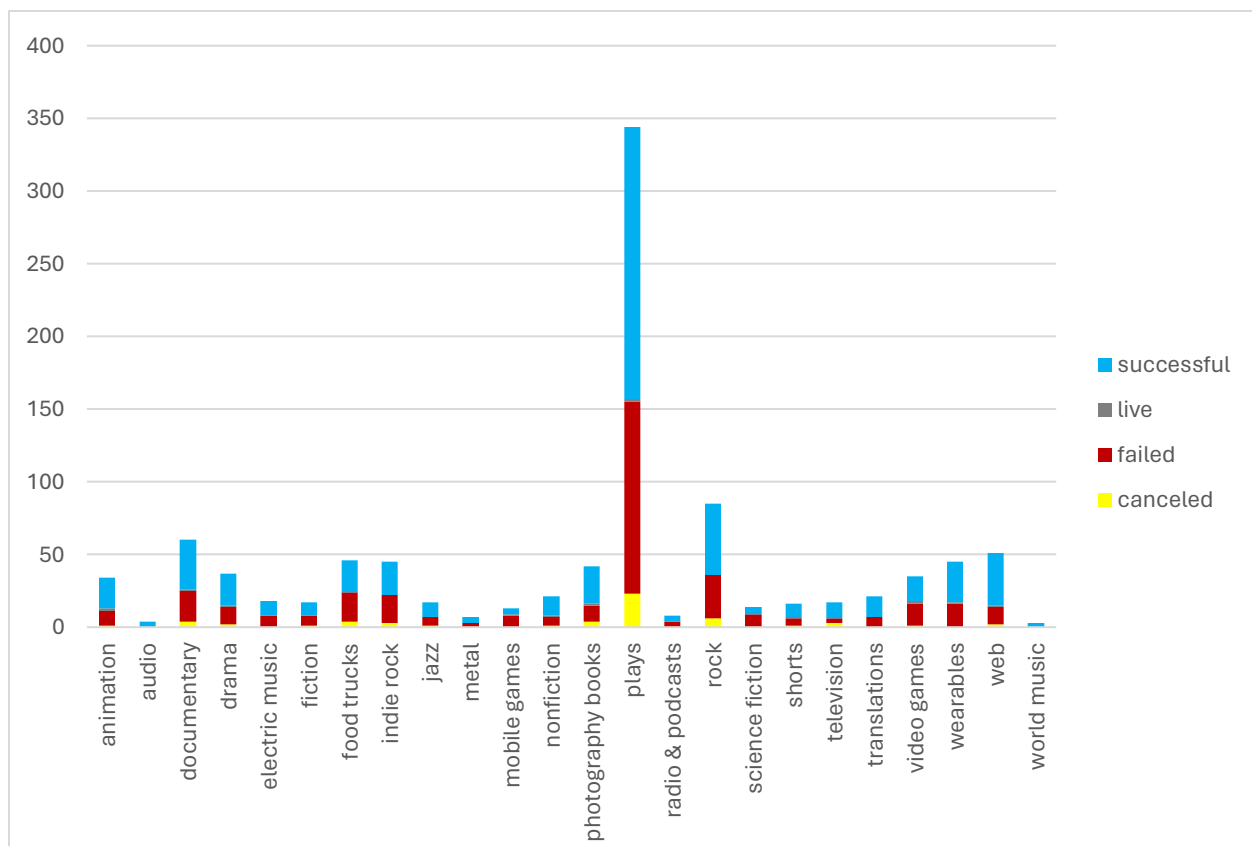

(Hawkinson, Jay, 2024)

The dataset is spread-out too large, the amounts are not always proportional to the number of bakers, therefore there is variability. The distribution of data showed the average is higher on both for successful and failed categories. See distribution on the histograms below. Successful vs. failed show right skew outliers. Also, on the numbers of backers are higher in larger projects and where there are outliers.

Successfull Backers Behavior

x-axis bins	
[16, 556]	
(556, 1096]	
(1096, 1636]	
(1636, 2176]	
(2176, 2716]	
(2716, 3256]	
(3256, 3796]	
(3796, 4336]	
(4336, 4876]	
(4876, 5416]	
(5416, 5956]	
(5956, 6496]	
(6496, 7036]	
(7036, 7576]	

Failed Backers Behavior

x-axis bins	
[0, 470]	
(470, 940]	
(940, 1410]	
(1410, 1880]	
(1880, 2350]	
(2350, 2820]	
(2820, 3290]	
(3290, 3760]	
(3760, 4230]	
(4230, 4700]	
(4700, 5170]	
(5170, 5640]	
(5640, 6110]	

| Column1	successful	failed
Mean	851	586
Median	201	114.5
Min	16	0
Max	7295	6080
variance per backers	1603373.73	921574.68
standard deviation	1266.24	959.99

The distance between Min and Max in both ranges are too far apart indicating outliers.
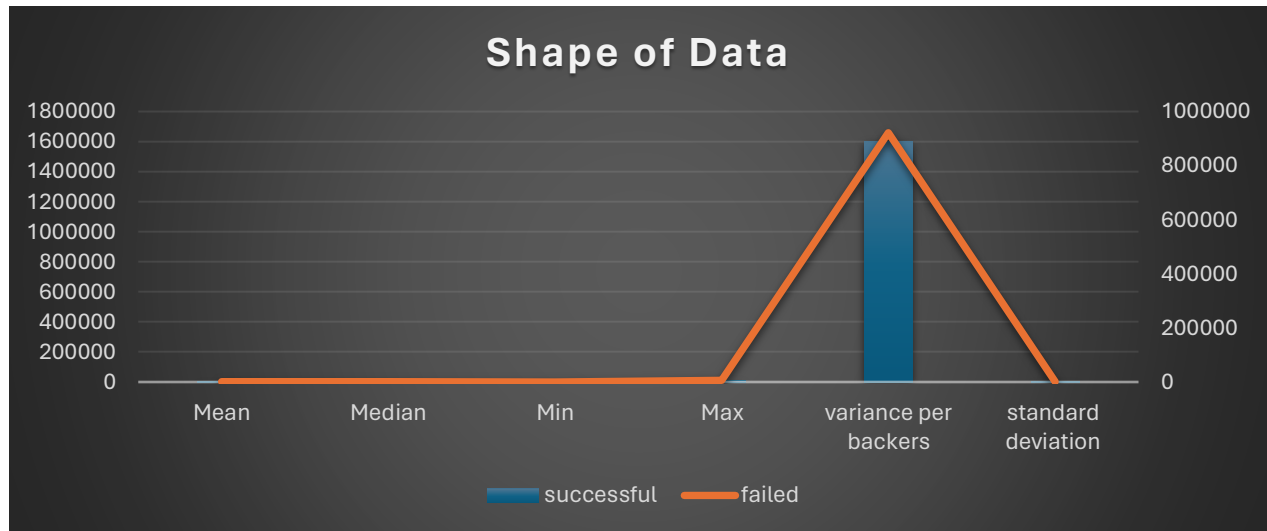
Added Value

Under other possible tables and/or graphs that we could create, and what additional value would they provide? Comparison graphics including subcategory rate of outcomes such stacked line with markers, show a better distribution in large, detailed data ranges like histogram (statistical) scatter with smooth lines show behavior comparison. On a final note to satisfy the constant need to track growth shareholders would like to see it in terms that facilitate future decisions where to allocate opportunities for more campaigns with focus and as where not. Also, grouping information to a summary on a power point presentation instead of word, if often required on a upper management level and is use as historical data for controlled KPIs. Accomplished in every level to determine outcomes. Other charts may have been used as well see below.
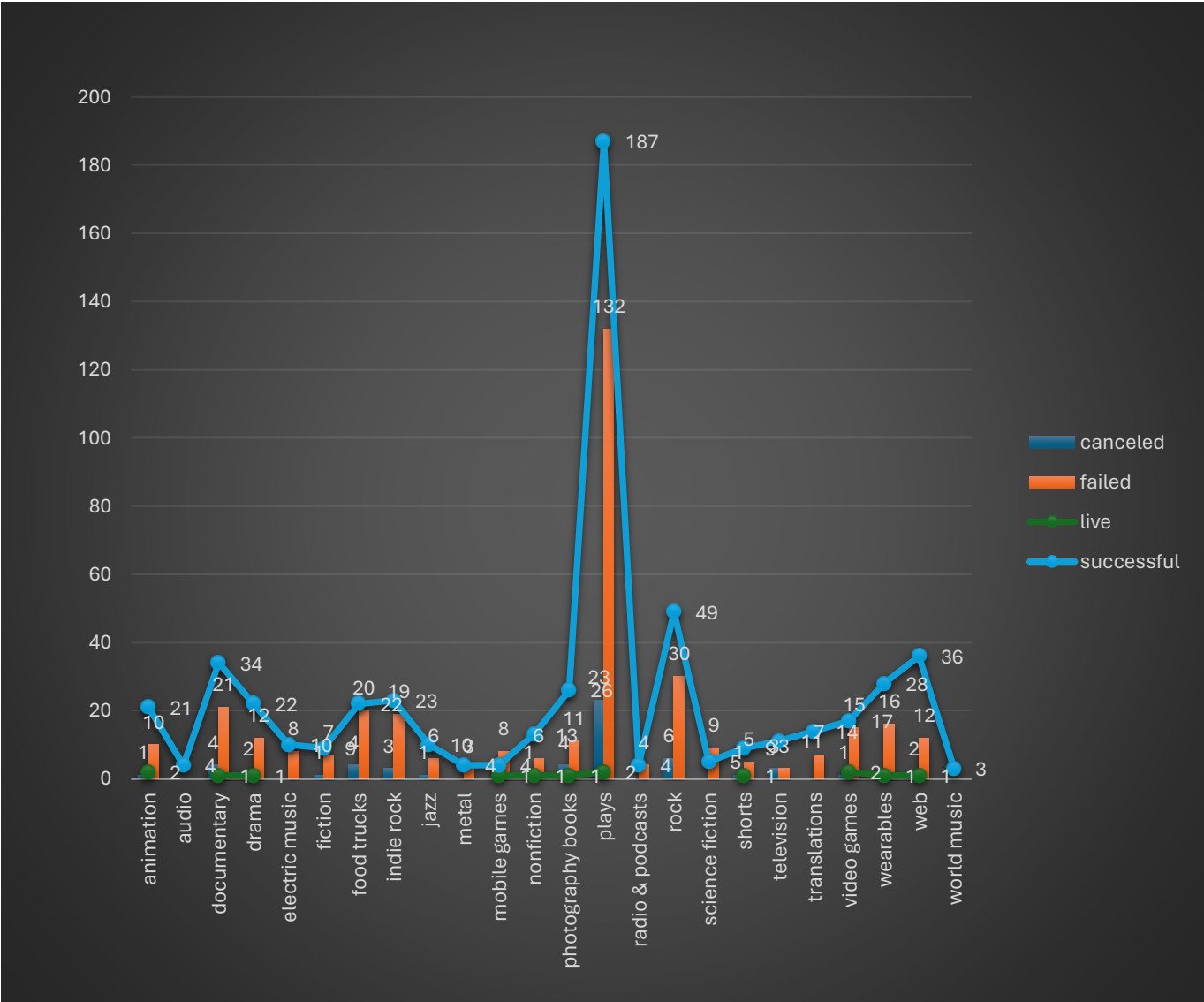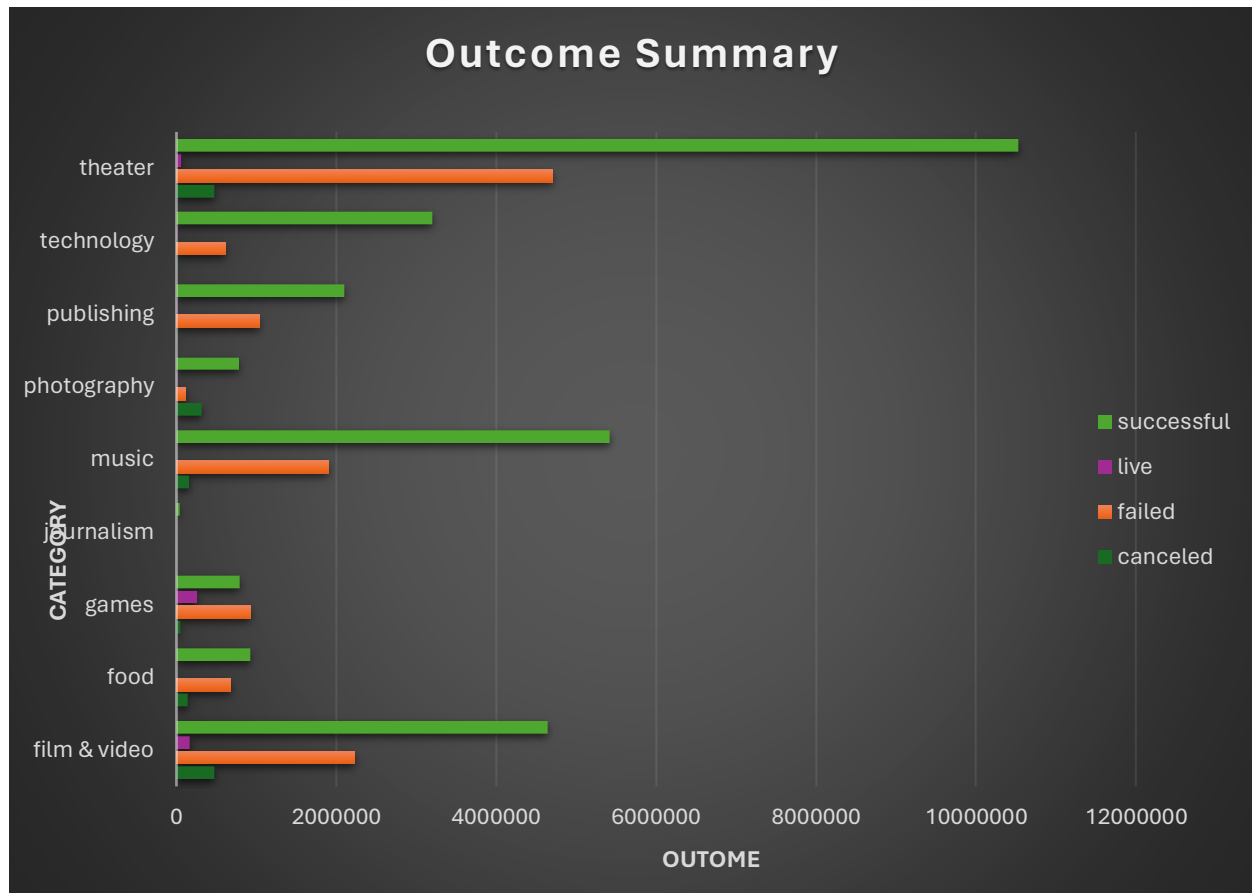
References

(Hawkinson, Jay, 2024)
Last updated on Mar 27, 2024
All, Engineering, Data Analytics, How do you explain your Data Analysis Limitations.
https://www.linkedin.com/advice/3/how-do-you-explain-your-data-analysis-limitations#:~:text=1%20Identify%20the%20limitations,-The%20first%20step&text=These%20can%20be%20related%20to,models%2C%20algorithms%2C%20or%20tests.

(Booth, Alexander) Bootcamp: DATA-PT-EAST-APRIL-041524-MTTH., Professor Alexander Booth, April 20, 2024. Excel and VBA Module.