Module 1 Challenge – Written Report

# Question #1: Conclusions Drawn

From a sample of 1000 crowdfunding projects:

1. Projects that have successfully met or exceeded their initial goal (565) have the largest share in the sample compared to projects that failed (364). This is also the case on per year or per month basis. Therefore, I can conclude the majority of crowdfunding projects that launching in a year or month will meet or exceed their initial goal by their respective end date.
2. Majority of the projects that have launched are from the US (763), making it the largest share in the compare compared to other countries. It can be assumed that many of the projects launching will come from the US.
3. Across all countries, the majority of projects that have launched are categorised under ‘Theatre’ (344). Therefore, we can assume the majority of projects coming from either Australia (AU), Canada (CA), Switzerland (CH), Denmark (DK), Great Britain (GB), Italy (IT) or USA (US) are categorised under ‘Theatre’.

# Question #2: Limitations of Dataset

* Limitation #1 – Sample size not large enough to gain a larger understanding of the consensus
* Limitation #2 – Sampling method for the dataset not specified; possible bias is introduced if non-random method is used
* Limitation #3 – Project ‘Goal’ & ‘Amount’ does not follow only one currency; requires conversion of others to determine highest vs lowest amount pledged projects

# Question #3: Suggestions for Additional Pivot Tables/Graphs

* Suggestion #1 –Bar chart and pivot table that counts how many projects received ‘Staff Pick’ per Category. Should include a filter to only show projects where ‘Staff Pick’ = TRUE. Helps to identify the types of campaigns that garnered more attention from crowdfunding organisation staffs.
* Suggestion #2 – Bar chart and pivot table that counts how many projects received ‘Spotlight’ per category. Should be filtered to only show projects where ‘Spotlight’ = TRU.E Helps to identify the types of campaigns that are favoured more to receive increased awareness.
* Suggestion #3 – Stacked bar chart and pivot table that counts the outcomes of all projects per category and filtered by year. This helps to jump to compare between the years and identify how many projects by type were launched.