March 3, 2020

Excel HW 1

1. Conclusions
   1. Entertainment is the largest group that users have requested funding for
   2. Entertainment is also the largest group that have successful campaigns
   3. Within entertainment, plays are the most successful sub-category
   4. Fewest number of successful campaigns started in December
   5. Campaigns in the FOOD category have the largest proportion of failed campaigns.
2. Limitations
   1. There is no data on reason why campaigns failed or were canceled
   2. There is no demographic data on who contributed to each campaign and what campaign’s target demographic is. Patterns can be identified if we knew the demographic of who contributed to help groups better market campaigns in the future.
3. Additional tables or graphs
   1. A table or graph showing the goal and the ending amount they received to see if there is any correlation.
   2. A table or graph showing the length of campaign and whether it was successful, failed or was canceled