Excel Homework: Charting Crowdfunding

**Background**

“Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since they began in the late aughts. Everyone from indie creators to famous celebrities have utilized crowdfunding to launch new products and generate buzz, but not every project has found success.

Getting funded on a crowdfunding website requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 1,000 generated sample projects in order to uncover any hidden trends.”-from Gitlab Excel Assignment

Questions

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Response

Given the provided information, one can conclude that using crowdfunding has a success rate of about 56%. The most successful categories theater, film & video, and music respectively. Within all the categories the subcategories the plays, web and documentaries where the most successful respectfully. The last observation one can see is that July is the best time to have success with crowdfunding. In conclusion theater plays in July are the best according to the crowdfunding data. The data does not take into consideration school scheduling along with world events which can make a difference, or the currency value differences. The charts that would add would be a pie chart displaying the outcomes.