Excel Challenge: Crowdfunding

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

1. The most popular category to create a crowdfunding campaign for is Theater followed by film & video as well as music with similar amounts of campaigns. All three of these categories account for 69.7 percent of the total fundraising campaigns.
2. The most popular subcategory is Plays by a large margin with 34.4% of total campaigns.
3. There doesn’t seem to be any trends in the month the campaign is created and its success and failure rates.
4. 56.5% of the total campaigns were successful.

What are some limitations of this dataset?

I am unsure of the collection method of the dataset, without knowing how the data was collected there is no firm way of creating a sound conclusion as the collection of the data may change how we interpret the data. Furthermore, the dataset is limited in scope which is important for the analysis but since we are unsure of the collection method this can undermine my results.

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

You could create a histogram with the different lengths of the campaigns to find the distribution of the length of the campaigns. This would allow us to determine if the length of the campaign affects its success of it and the average donations.

A pie chart of the number of campaigns that failed, succeeded, canceled, and live could also provide some insights that are not provided in the previous graphs and charts. This chart would allow us to understand at a glance how many of the campaigns on the site are succeeding or failing.

Lastly, comparing the average donation and sorting by category may be useful to put into a histogram to better understand which types of campaigns receive more funding than others.