Excel Unit Module 01 Challenge Report

After analyzing the provided data, there are many conclusions from the crowdfunding campaigns. The success rate of these crowdfunding campaigns is the highest out of all the outcomes. This conclusion is shown in the pivot table as 565 campaigns out of 1000 total campaigns display an outcome of success. Monitored incremental info-mediaries campaign had the highest percent funded with 2339%. Out of all the parent categories of the campaigns, journalism had a perfect success rate of 100% however there was only 4 total campaigns having the least amount. Technology had the second highest rate with 64 out of 96 campaigns being successful. Out of all the subcategories of the campaigns, audio and world music have a perfect success rate however have the least number of total campaigns. Besides these two sub-categories, web campaigns had the highest success rate of 36 out of 51 total.

There are many limitations from the crowdfunding dataset. One limitation is that you cannot determine how the campaign focused on raising funds such as using an online platform or in person conference. This prevents a closer look at methods that would affect fund raising. Another limitation from this data set is determining the demographic of donors as it only contained the country for the campaigns. This prevents an in depth look at how the campaign targets specific groups of individuals and how they react.

There are some graphs that we could create using this data set that would provide more value for analysis. A scatter plot is a graph that would be beneficial as this would present the relationship between two variables within the data set. For example, we could determine the correlation between the campaign’s pledge amount and the backers count.