Excel Challenge Report

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

* We can say that most of the projects are theater projects, plays in particular.
* In this case, 1000 projects in total does not seem to be enough to draw accurate conclusions regarding which ones are most likely to succeed. Projects in one area are much more represented than those from other expected popular areas, as podcasting.
* The dates for the projects vary a lot in terms of YEAR, which makes the monthly distribution not relevant, as it contemplates more than one year per month.

2 – What are some limitations of this dataset?

* It doesn’t seem accurate that theater projects encompass the majority of all projects on the platform, so the dataset seems incomplete.
* Some areas are greatly more represented, which may be misleading if we only look at the percentage of successful projects: world music is 100% successful, but 3 out of a total of 3 projects is not enough to draw conclusions in this respect.
* Podcasts are wildly popular currently but there are only 8 projects represented here, with 4 successful and 4 failed in total, and this not seems representative of the real success rate of these type of projects.
* The dataset spans several years, which makes part of the data unrelated to other portions.

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

* We could separate the data by years and see which projects are more successful. It would be more relevant than using months as filter in this case.
* We could also make a graph separated by currency to have an understanding of project distribution by countries. This could point to the popularity of the platform around the globe, while also providing information regarding the success/fail rate per country.