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|  | | Crowdfunding Campaign Report | | | | |  | |
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|  | | | | Victoria Giles |  | | | |
|  | | | | 22 September 2022—Module 1 Excel Challenge |  | | | |
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|  |  | | **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?** | | |  | |  |
|  |  |  | Based on the statistics of nine categories analyzed, Crowdfunding campaigns generate a higher success rate in the Theatre industry with a rate of 187%. Followed by Film & Video at 102% and Music with 99% success rate.  Based on Subcategory analysis, the most successful campaign is Plays at 187% success rate, followed by Rock (49%), Web (36%) and Documentary (34%)  The correlation between campaign launch dates and success rate shows across all categories, the peak periods are June to July.  **What are the limitations of this dataset?**  The data is from previous years and not relevant to present day statistics.  **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**  We could benefit from knowing the amount of campaign backers in total as this would provide an idea of the total success rate of the campaign.  We could also benefit from visualizing the value of average donation vs backers. This would give an understanding on which category is most profitable and where to focus future marketing campaigns. | | |  |  |  |
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