**Excel - challenge**

**Report on crowdfunding sample data:**

1. *What are three conclusions we can draw about crowdfunding campaigns based on the sample data?*
   1. Based on the sample data, crowdfunding campaigns are more likely than not to be successful – with a success rate of .565 overall. Roughly 1 in 3 campaigns failed
   2. Theatre campaigns (made up entirely of campaigns for funding ‘plays’) represent more than a third of all crowdfunding campaigns. This is the largest category of campaign-type, and more than double the next largest category.
   3. Journalism campaigns are the most successful – with a 100% success rate. This may be due to the low number of journalism campaigns launched (four in total.)
2. *What are some limitations of this dataset?*

* There is no available data on *the reason* fora failed campaign, which makes it difficult to make summative statements about the quality of the individual projects.
* We also have no data on individual pledges. We only have the average pledge. We therefore cannot deduce whether there was any variance in the pledge amount (i.e. whether many backers are pledging close to the average, or if a few backers pledge a large amount.)

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

* We could produce a time-series line graph of the success rate (# of successful campaigns / total campaigns) for each year. This may reveal a trend in project conversions, which could indicate whether or not campaigns are becoming more likely to succeed over time, as the platform matures.
* We could create a bar chart summarising the average pledge amount for campaigns originating in each country. This may reveal whether pledge behaviour differs among backers in different countries.