**Excel Challenge – week 1**

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| Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?  Given the data provided, we can see that in general 100 campaigns are done per year and more than $28 million dollars were raised in the last 10 years. Most of the crowdfunding are realized in the United States, 763 from 1000 and the campaigns are (57%) more likely to be successful than to fail (37%).  Along the successful campaigns we can observe that technology (66%) has the most successful rate. Analyzing the total number of projects, we can see that Cultural Projects are the major of crowdfunding campaigns, Theater (35% total - 55% successful), Film & Video (17.8% total - 57%successful) and Music (17.5% total - 56% successful). Summer launched projects within $15000 and $35000 goal range are more likely to succeed (95%).  The lowest success rates are food (47%) and games (43%). Even though they are the lowest rates in the campaigns they are still a good option to raise money. |
| What are some limitations of this dataset?  There dataset is not large enough for all categories (journalism) and subcategories (audio, world music, metal, radio & podcast) , so some of the results are not statistically relevant given the small sample size. |
| What are some other possible tables and/or graphs that we could create, and what additional value would they provide? |

It would be interesting to analyze if the duration of the campaign has any impact on the results of them and why some of the projects have so many “outlier” donations.

**Bonus Backers Outcome**

Use your data to determine whether the mean or the median summarizes the data more meaningfully.

The median summarizes the data more meaningfully because the variability in the successful campaigns is too large and have too many outliers.

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