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Data Analytics Excel Challenge

1. Given the provided data, what are three conclusions we can draw from crowdfunding campaigns?
    a. Plays have the highest number of successes form of crowdfunding campaigns
    b. May-June is the time of greatest success for crowdfunding campaigns
    c. There is a lower likelihood of events being canceled from March-June (Especially April) than any other time of the year
2. What are some limitations of this data set?
    a. There is an overrepresentation on the number of theater/plays which skews the data in its favor over other sub categories such as audio, world music, Radio and podcasts thereby not being able to give an equal representation as to their success or failure

3. What are some other possible tables and/or graphs we could create? What additional value would they provide?
    a. Pie chart with the ratios of success-failure rate for categories and subcategories. This would provide the value of visualizing what types of crowdfunding are more or less likely to succeed.
    b. A line chart which shows how much crowdfunding campaigns made relative to their goal. This could provide value by seeing if campaigns with higher goals more likely to be successful than those with lower goals and thus help to determine the risk of higher or lower costing projects.

Bonus

1. Use your data to determine whether the mean or the median better summarizes the data.
    a. The Median gives a better representation of the data as the variance and standard deviation are so high that the disparity between data points would over represent the outlier projects which have more backers.
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
    a. There is a higher variability with successful campaigns. This makes sense as with a higher. By contrast, campaigns which were unsuccessful are likely to receive less more money because people were not interested or did not believe that they would succeed, thus lowering the amount of money