Module 1 Excel Challenge

Written Report

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

1. Analyzing the stacked column pivot chart created for the sub-category based pivot table we can clearly see that plays attract the most successful campaigns by a large margin, and can be seen as the most successful means for crowdfunding.
2. Analyzing the pivot chart line graph we can see across the successful and failed outcomes that the popularity of campaigns gradually decreases as the year goes on. With Successful campaigns peaking during the beginning of before crashing in August. This is shown by the number of successful and failed campaigns decreasing in numbers slowly as the end of the year approaches.
3. Analyzing the category success stacked column pivot chart we can see that the photography and technology categories produce the highest chances for success. With success over failure rates above a 2:1 ratio.

* What are some limitations of this dataset?

Given the background information on crowdfunding, we know that crowdfunding campaigns have been growing in popularity since the 2000’s yet the data set we are given only begins in 2010. Missing a decade of data is leaving out a large range of data that could potentially tell a more accurate picture of what types of campaigns have been more successful.

Another possible limitation would be that the data set is comparing dollar amounts from different countries with various currencies. Given the exchange rates among these currencies the goal, pledged and donation amounts can be misleading at face value.

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

A graph we could create would be a box and whisker plot for the Statistical Analysis portion. This graph would clearly show the direction of skew for the data, show the outliers clearly and where the concentration of the data lies.

Another graph we could create using the same statistical analysis would be a “bell-shaped curve” graph, this graph would best show the standard deviation of the data set and the overall variability of the data.