Excel Challenge Report

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. Based on the pivot tables created, over half (565/1000) of the crowdfunded campaigns are deemed successful.
   2. The top three parent categories of campaigns created are Theater, Film & Video, and Music.
   3. Based on the monthly breakdown of created campaigns, July is month most campaigns are created (94). In addition, it is also the month with the most successful campaigns (58).
2. What are some limitations of this dataset? AND
3. What are some other possible tables/graphs that we could create, and what additional value would they provide?
   1. The datasets for category analysis can only provide comparisons between parent and sub -categories with their outcomes, and can be filtered per country. There is no financial analysis (goal, pledged, average donation, backer count, etc.) associated with the outcomes, and would require additional fields in the dataset to analyze further (Is there a correlation between the average donation of a backer and campaign’s target goal that contributes to a successful campaign?). For the dataset of the created campaigns by month, although I can filter by year and parent category, it may be more useful to move the “Year” field to the “Rows” area to make it easier to see whether there is a yearly trend of campaign creation growth per category using the line graph. Another possible table/graph that can be created reviewing the “staff\_pick” and “spotlight” fields against “outcome” to understand if campaigns are more successful when highlighted.