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Excel Challenge Week 01

08.26.22

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

* Theate, Film/Video, and Music (creative services) seem to be the most prevalent crowdfunding attempts.
* “Plays,” in particular, appear to be the most frequently attempted crowdfunding campaigns.
* More successful campaigns were launched in July over any other month of the year. The fewest successful campaigns were launched in August (and the most failed attempts were launched in August).

1. **What are some limitations of this dataset?**

* The “blurb” field appears to tell us no substantive information for our analysis. (The name field also tells us effectively nothing.)
* We don’t have data to show how much each supporter actually paid towards a campaign. We can only glean the average amount paid based on the number of backers/contributors and the pledge amount. Having more specific data about user contributions would tell us if funders contributed a “large sum” or “smaller sum” and would be able to tell a campaign director whether it was more critical to secure a number of small value backers, or a few large value backers.
* While we are given a general breakdown of campaigns by country, having more granular data that shows regional nuances would give us more information about regional/state/province trends.

1. **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 see the data filtered by country to try to better understand the failed campaign trends. For instance, I am aware that the month of August is often a popular vacation season for Europeans. Perhaps we’d be able to see if this contributes to the failed campaign results.
* It might also be interesting to see the number of backers it takes, on average, to fund a successful crowdfunding campaign. (And to also see if there are trends, by category, that seem to show more or less funders by project category.)
* It would be worthwhile to explore the rate of success for projects based on whether or not they were “staff picked” or “spotlighted” in the crowdfunding platform. It would tell the campaign director whether it would be worth utilizing those features.
* Finally, it would be interesting to see if the size of goal was correlated with the type of campaign that was being launched. For instance, did most who launched a “play” tend to set a large goal? Did that affect the success rate of said campaign?