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Excel Challenge Analysis Writeup

Written Report:

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

There is a significantly higher number of programs that fall under the plays sub category, this one also has the highest number of successful programs. By parent category however, the successful to failed number of programs appears to be more or less proportional to the number of programs dedicated to each parent category. Thirdly, the highest points of successful programs were in June and July and the number of canceled events was fairly consistent.

1. What are some limitations of this dataset?

Since the data is all numerical, we cannot see what programs consisted of and how some were more successful than others. We can only see they numbers and the results and not how the goals were met/not met. We also don’t know who these programs are directed at.

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

We could assess the demographics as well, so look at the relationship between country and success rate. Or another connection could be if it was a spotlight or a staff pick and the relationship to its success rate.

Statistical Analysis:

1. Use your data to determine whether the mean or the median better summarizes the data?

In this case, I would think to use the median because the data is not very similar so an average wouldn’t be helpful. There are several extremely high values and several very low values making it difficult to utilize an average.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

The variability is higher with successful campaigns. I think this makes sense because you would expect to have fewer backers in failed programs instead of successful so the possibility of having am extremely high backer count is more likely in successful programs.