Liberty Heise

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Excel-challenge Report

UTSA Data Analytics Bootcamp

**Conclusions**

* Successful campaigns were funded at or above their goal amount. Campaigns that were most successfully funded (100%) fell within the monetary goal of 15000 to 34999. Goals set less than 1000 were more successful and had few failures, whereas goals set greater than 50000 were less successful and had more failures.
* Summer months tended to trend more successful campaigns than winter months. A conclusion could be that individuals were more likely to partake in the activity involved in the campaign during those months, rather than winter when outdoor time was limited.

**Limitations**

* Limitations found in this data include data that terminates in 2017, so although it is historically relevant, campaigns change significantly with each year and more current data would be helpful to this analysis.
* We are only able to see whether these campaign goals were met but we were not able to determine whether they continued to be successful over a period of time. Knowing how well certain campaigns managed over a period of time would be helpful information in making final conclusions about what types of campaigns were successful.

**Additions**

* Additional values, such as length of time since the campaign was started and whether the project was successful and continuing to function would be useful to seeing a more holistic picture of the funding, backers and the long-term effects of crowdfunding.