Assignment #1 Excel Stefanie Mendelsohn

What are 3 conclusions we can draw about crowdfunding campaigns?

1. The category of the project in crowdfunding is important; in our spreadsheet we saw it was entertainment. In looking at the pivot table there were some differences in the pivot chart by country. One may think of these as geographic factors.
2. The sub category of the project is important as well; it suggests donors are seeking a benefit in the category. For example, theater/plays had a high number of failures and a high number of successes. Apparently, donors were very subjective on quality.
3. Successful projects seem to have the momentum of get funding quickly; however it is not an isolated factor and is in combination with the category/sub-category of project.