# Module 1 Challenge – Written Report

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Class: U of M Data Analytics and Visualization Boot Camp , Spring 2024

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## Introduction:

The Ask …

* Create a report in Microsoft Word, and answer the following questions:
  + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + What are some limitations of this dataset?
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

## Analysis:

The Analysis …

* Three conclusions that we can draw about crowdfunding campaigns …
  + Although Successful campaigns occur most often ( in the 2/3 ballpark ) , the number of Failed campaigns is very high ( in the 1/3 ballpark )
  + The Theater Category with it’s Plays Sub-Category has, by far, the most campaigns “in play” (grin)
  + There is a very interesting spike in the number of successful campaigns in the summer (June/July) time period. This would be worth exploring further.
* Some limitations of this dataset …
  + There is a lack of data that would indicate the “Reason Why” the individual campaigns are Successful or Failed
* Other possible tables and/or graphs that we could create, and what additional value would they provide …
  + As noted in an answer further above, I would dig deeper into the Summer (June/July) activity spike , to determine why it is associated with a higher level of Successful campaign outcomes.

## Conclusion:

This has been a great project.  
As I explored using Microsoft Excel with an eye towards Data Analysis, I have become more knowledgeable about its capabilities.