Module One Data Report

Overall, the amount of success and failure of each campaign goes up or down by approximately the same rate of distribution per campaign type. The exception to this is from the months of April to July, when crowdfunding campaigns are more successful due to an increase in participating campaigns. By increasing the number of crowdfunding campaigns, the number of successful campaigns will have a greater difference in comparison to the number of failed campaigns.

The three graphs used to form the dataset are limited in various ways. For instance, the bar graph on the PivotParentCategory sheet fails to show the exact numbers for each outcome; instead showing an approximation. Without the accompanying pivot table, it would be difficult for a person to know the amount of each category’s outcome. The graph on the PivotSubCategory sheet has the same limitations, merely exacerbated by two key differences from the aforementioned graph. It contains a larger number of categories being measured, in addition to the ‘plays’ category having the largest overall amount. It skews everything else to minuscule visualization on the graph. The names of the categories being difficult to read while they are vertical is another limitation. The third graph, located on worksheet ‘Sheet1’, also gives approximations in place of the actual values of each category, but in a more easily understood range than the other two graphs. The visible limitation with this graph is that the ‘live’ category is missing in some parts.

Instead of a stacked column graph, the PivotParentCategory’s data would be better represented on a clustered column graph. Changing the chart to this shrinks the overall range being measured, thereby creating a more accurate reading. Changing the PivotSubCategory sheet’s graph to either a stacked bar graph or a clustered bar graph would alleviate the difficulty of reading the categories vertically. Utilizing the clustered bar graph would be the better choice of the two, as it makes the individual amounts of each outcome easier to gauge than on a stacked bar graph. By changing the graph on worksheet ‘Sheet1’ to a clustered column graph would make the ‘live’ category visible, while increasing the readability of each outcome’s approximate amount.