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Excel Challenge (Module 1)

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Crowdfunding Success

- Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Film/video, music, and theater have the highest success rate of all parent categories with film/video and music having a low cancellation rate and are extremely popular in the summer months while theater fails almost as much as it succeeds. This is in stark contrast to the categories like food, games, and photography which succeed a considerable amount despite the low campaign submission. Journalism has barely scratched the surface; however, every journalism campaign has succeeded which suggests, if there is a higher push, it can surpass food, games, and photography.

- What are some limitations of this dataset?

The sample size of the data provided brings me to question the accuracy with which to analyze the data. Based on the three pivot tables charts requested, it doesn't consider the average donation in each category, nor does it account for what a donor receives in exchange for their support and what will be the tier awards when the campaign exceeds the goal.

- What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
 - A chart showing the time between the launch and deadline dates would provide information on how the length of a campaign affects the pledged data. If the

campaign is a couple of weeks long, do donors feel a sense of urgency? If the campaign is a couple of months long, could that allow a campaign to fall to the back of the donor's mind therefore losing backer?

- A chart showing the correlation to the average donation and the outcome. Does having a high donation cost mean a higher rate of failure? How does this change over the years provided in context with the market and cost of living?