**Module 1 Challenge – Excel**

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**Conclusions from the Crowdfunding Data**

1. On Analysing the data by parent category, theatre projects were the most numerous (344) in most countries. The next closest in number was film and video (178). However, in Great Britain this was not the case as there were more projects in music (11) and film and video (13) than in theatre (10).

In terms of success, for all countries, the type of projects which had the high percentage success rate were technology projects (80%), if we ignore journalism projects because there were so few of those. By contrast theatre projects were only 54% successful.

In Great Britain, all the games projects were successful followed by technology and food projects which had an 80% success rate. Theatre projects only had a 50% success rate.

Therefore, it would be advisable to undertake a technology project if there is an option.

1. In the sub-categories we will look at the most successful parent category across all countries which was technology. The technology projects were split into wearables and web-based projects which both had a similar number. Web based projects had just over a 70% success rate and wearable technology projects had just over a 60% success rate.

In Great Britain the web-based projects had a 100% success rate whilst wearable technology projects had a 50% success rate.

In most countries, asking for investment in web based or wearable technology will bring a roughly equal chance of success.

1. The best months in which to launch a project are June, July, and September. These were the months with the most successful projects and/or the difference between successful and failed projects was the greatest in those months. August had a dip in successful projects and a spike in failed projects, probably because of August being a very popular time for people to go on holiday. So, any new projects should be launched in June, July, and September to stand the best chance of success.
2. Projects which required funding between 15000 and 25000 (regardless of currency) and between 30000 and 35000 performed the best. These projects had a 100% success rate. The projects which performed the worst were the projects 10000-15000 and greater than 50000. So, projects should ask for 15000 and 25000 to stand the best chance of success.

**Limitations of the Data Set**

The table showed the donations pledged in a variety of currencies. To analyse the data properly for all countries, the values of donations must be given in the same currency. There should have been a column which translated from local currencies to US dollars.

Absolute numbers sometimes give a false picture if you are looking for success in projects. I found that a 100% stacked bar chart gave a much better visualisation of which types of projects were most successful rather than a stacked bar chart.

A 100% stacked chart which analysed the numbers of successful, failed and cancelled by country would also have been useful to show how patterns changed around the world. Having the country as a filter on other charts was a little cumbersome.

**Statistical Analysis**

The median better summarises the data because there are significant outliers in both sets of data which significantly increased the mean. For example, with the successful campaign, half the campaigns had less than 201 backers but the outliers pulled up the mean value to 851 backers which is not a true reflection of most of the campaigns.

There is more variability in the successful campaigns as the standard deviation is 1266.2 as compared to 960 for the failed campaigns. This makes sense as the most successful campaigns will have much larger numbers of backers where the variation in the failed campaigns will be lower because they failed due to lack of backers.