Module 1 Challenge (Excel) Report

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

One conclusion that could be made is that projects that had a goal between 15,000 and 35,000 had a very high success rate, while the worst success rate was with campaigns whose goal was over 50,000.

Another conclusion that could be made is that the best time to start a crowdfunding campaign would be in the summer months of June and July as they appear to be the most successful.

A third conclusion could be that a crowdfunding campaign category does not determine if it will be successful or not. There were successful crowdfunding campaigns in every category of the data set that was analyzed.

**What are some limitations of this dataset?**

It seems unclear how this data was reported to this source, so one limitation could be that we cannot be sure that the data is completely accurate.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

Identifying outliers would be critical to analyzing the dataset more accurately. I would use a box and whisker chart to identify any possible outlier, which this dataset appears to have.

I would also like to compare the success rate and the name of the company or persons behind the campaign to see if there is a trend or see who you would want trust to run a successful campaign.

**Use your data to determine whether the mean or the median better summarizes the data.**

I would use the median to summarize the data due to the higher number of outliers.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

There is more variability for successful campaigns. This makes sense because they both have relatively close minimums, but the maximum number of backers for successful campaigns is much higher.