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Module-1

Excel-Exercise Summary:

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

Conclusion 1: When looking across 986 completed campaigns, 57.3% of those campaigns were successful.

Conclusions 2: Theater had the highest rate of success across all parent categories (18.97%). Film & Video (10.34%) and Music (10.04%) were nearly identical at second place. Technology ranks 3rd at 6.49%.

Conclusion 3: When looking to the sub-categories, Plays (Theater) were most successful campaigns, but this leads to the first limitation of this data set that will be outlined in the next question.

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

Plays are not broken down by genre and this skews the data when comparing it against other parent-categories with multiple sub-categories. While plays overall still make up many successful campaigns when compared to Music combined under one sub-category, it doesn’t give you much insight on what types of plays would be more successful. The data does not explain what the funds are being used for and why some campaigns fail, and others do not. This is also not a large enough dataset to analyze all categories because the sample sizes are too small to conclude any sort of trend.

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

* Create a chart to compare the initial goal amount and its relationship to success vs failure.
* Determine what campaigns are likely to be added to a spotlight or a staff pick. This might provide some insight on the influence of staff picks on users donating and how marketing through spotlights helps build campaign awareness.