Excel Challenge Report

Three main conclusions can be made from the data: the entertainment industry is the most successful at raising money this way; campaigns that had a longer run-time also had a higher success rate; the country of origin doesn’t matter very much on the success or failure of each campaign. A seemingly large issue with this data set is that while 1000 campaigns is a lot, it is a small percent of the roughly 6 million yearly. We also don’t have many checks to isolate the variables that could be affecting the success/failure of projects. I would be very useful to have a reference for how much money was made over the project’s life, not just the final outcomes. Using this information we could create a more useful timeline for our goal, with dates outside of maximum revenue.