# Questions Assignment 1 – Excel challenge – Crowdfunding

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

## Answer question 1

Plays are the most popular (sub) category of all crowdfunding projects followed by film and video and music projects. Overall, it appears that the more artistic projects are the most popular though that may need some further data and analysis to confirm.

There is a widespread variation (standard deviation) of both numbers of backers and total required/pledged amounts. However, the variance (standard deviation) of average amounts backers pledge is small.

The success rate of is fairly consistent both throughout the year and across the various (sub)categories without any obvious outliers.

## Answer Question 2

This is already a summarised dataset with no information on individual pledges.

There is no qualitative data on the projects and no obvious conclusions can be made on reasons for success or failure.

## Answer Question 3

1. Adding fields that show the success rate in percentages rather than simple counts
2. Analyse values of donations in much the same way as we did with success/failure rates
   * Value of donations per (sub)category including median/mean/deviation

This could provide more marketing information to target and inform donors that typical and relatively small dollar amounts of pledges can contribute to the success of a project.

1. Success rate and donation values of staff picks and spotlight projects. This could give insight into the value of staff input can be related to success or failure.