# 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/failure rate of is fairly consistent both throughout time, across the various (sub)categories, number of backers and average amounts pledged without any obvious outliers.

Overall, I would say the data gives us very little insight into any reasons for success or failure. I would definitely look for more data if I would have to tell a truthful story.

## 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. 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
2. Success rate and donation values of staff picks and spotlight projects. This could give insight into the value of staff input and spotlight projects for success or failure.