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UTSA DATA BOOTCAMP

Excel Assignment Report

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

1. On Sheet 1 I noticed a huge success in theater compared to other categories that really struggled like journalism. I think because theater is a wonderful but rare opportunity many came to attend. After Theater it is followed by film and music which makes sense as those two are popular subjects that a majority can enjoy.
2. On Sheet 3 I noticed a huge spike in the line pivot chart for the successful events in the summer months for May, June, and July. Which makes sense as a lot of people can attend more events due to being off from school or work compared to the months of Fall (August, September and October) when everyone is at home for work and school.
3. Again, in Sheet 2 we saw that plays really dominated in success and following right behind was rock music. I think maybe Plays are doing so well is the fact it is not categorized by theatrical genres like Tragedy, melodrama, and comedy but just Theater in general. Because in Sheet 2 we see multiple genres of music instead of just music in one category.

* What are some limitations of this dataset?

Some limitations I have noticed are the number of people attending the events. This could have provided more information for us as maybe one category like the successful Theater had maybe 100 attendees, but the rock music event could have 800 attending. Also like I mentioned in the previous question is why didn’t they categorize the genres of theater like they did with music? How would we know if musical theater performances were more popular compared to maybe a tragedy or comedy performance. Also we don’t know the age groups that are attending these events, are some of these events even family friendly?

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

Definitely a table showing the age groups attending the events would provide more interesting connections and patterns we are not seeing. Maybe also adding a section on families attending or maybe comparing events that allowed children compared to events that have an age limit. I think adding this will provide us a better visual on who is attending what events and what months work best for certain age groups so that way events who are wanting to perform or make available times for a specific demographic can be organized. Like for example if an event wants to host for families and students well, they need to look at what months are best like March when schools let students go off for Spring Break.