# Crowdfunding Excel Challenge

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

Based on the category statistics, the following two categories, out of nine analyzed, have success rates under 50%: Food and Game (see fig.1). Journalism category has the highest success rate of 100%. The second one is Technology category, the successful rate of 66.67%. But Journalism category only has 4 campaigns, it is the smallest category, this category holds 0.4% of all campaigns and holds 0.7% of all successful campaigns.

The largest category is Theater with a total of 344 campaigns. This category holds 33.10% of all successful campaigns through all nine categories. The second largest category is Film & Video with a total of 178 campaigns. The third largest category is Music with a total of 175 campaigns. The three leading categories have similar successful rate, 54.36%, 57.30% and 56.65%.

In Australia, Technology category is the third largest category, instead of Music category. This category also has the highest successful rate of 83.33%.

Based on the category statistics, the following four sub-categories, out of 35 analyzed, have success rates under 50%: Mobile Game, Science Fiction, Food Trucks and Video Game (see fig.2). Audio sub-category and World Music sub-category has the highest success rate of 100%. The third one is Web sub-category, the successful rate of 70.59%. But Audio sub-category only has 4 campaigns, World Music sub-category only has 3 campaigns. They are the smallest sub-categories.

The largest sub-category is Plays with a total of 344 campaigns. This sub-category holds 33.10% of all successful campaigns through all 35 categories. The second largest sub-category is Rock with a total of 85 campaigns. The third largest sub-category is Documentary with a total of 60 campaigns. The three leading sub-categories have similar successful rate, 54.36%, 57.65% and 56.67%.

Analysis of relationship between the launch date and success of a campaign for all nine categories during the eleven-year period, between 2010 and 2020, demonstrates grows in the number of successful campaigns and decrease in the number of failed and canceled campaigns for campaigns launched in June and September (see fig.3). The highest number of the successful campaigns, with a grows rate of 19.57%, is observed among those campaigns that were launched in June, however, the number of the failed campaigns among those launched during this month, decreases as well, with a rate of 20%.

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

This dataset does not include most recent statistics for 2021, and there are two campaigns for 2020 only. It provides data only for 9 categories, and it only include 7 countries campaigns.

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

* Analysis average donation per backer and its successful rate.
* Analysis Relationship between percent funded and backer count.
* Relationship between campaign goal and its successful rate.
* Analysis of campaign long and its successful rate.
* Relationship between a campaign goal and the amount pledged.