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Excel Challenge

Due: December 22

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

* Overall Crowdfunding projects that were successful had crowdfunding goals that were significant but under $50,000. So rather than shooting to raise $1,000 one should consider a goal more like $15,000-$24,99.
* Projects that were more successful provided some form of entertainment whether that be theatre, film & video, or music when looking at the overall results.
* When looking at all campaigns each month, we notice a slight increase in successful campaigns during June and July.

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

* We do not have any data regarding the demographics of the backers.
  + Is there a specific age that donates more?
  + Income bracket?
  + Education?
* It’s very broad and I can narrow it down by country, but does that accurately reflect the area where I may be looking to crowdfund?
* We have parent and sub-categories that can tell us about the type of project, but we do not have more details that can help us understand why some theater, film & video, and music projects were successful over others. Could these be broken down further by genre?

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

* Now that we have converted the dates, can we look at the length of the campaign to determine how that might affect whether a campaign was successful or not?
  + If we look at the length, did one parent category do better in shorter campaigns than others?
  + If shorter campaigns generated more success, that might be helpful to know. Because if that created a sense of urgency with backers causing them to react, that might be useful to know if you were generating a new campaign.
  + Or knowing what the average length of a successful campaign may help in planning future projects.