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Due: 10/3/2024

**Module 1 Excel Challenge Report**

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

The most obvious conclusion I can draw from the data is that crowdfunding campaigns were most frequently started in July (93), followed closely by January (91). Secondly, the year with the lowest number of crowdfunding projects created was 2012, with 81 total projects. Lastly, the month with the lowest success rate was August, with over half of the projects (51%) failing to meet their established fundraising goal.

1. What are some limitations of this dataset?

The data hasn’t been updated since January of 2020. Outside marketing strategies/budget wasn’t disclosed in this dataset, which could influence how successful these projects could have been if brought to a wider audience to accumulate views/backers. More data included in the data set would be useful, such as the number of crowdfunding campaign page views. It would allow us to see the percentage of viewers that backed the campaign versus the number that didn’t.

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

It would be useful to create a table/graph for showing the success/failure of projects that were selected for “staff picks” or “spotlight”. The value added for this analysis would see how the extra marketing/visibility affects the projects outcome.

Mean vs. Median is better?

To me, median shows a better summary of this data, as there are massively successful crowdfunding campaigns that skew the mean to be much higher.

Successful vs. Unsuccessful Campaigns Variability Make Sense?

The increased variability of successful campaigns makes sense as some of the campaigns were wildly successful and had no upper limit. Unsuccessful campaigns didn’t make their backer goal, which limited them to a varied number set by each campaign.