Module 1: Excel Homework: Charting Crowdfunding

Three conclusions that can be drawn from the crowdfunding data is one; fundraisers have a higher success rate when they are launched in July; the category with the most fundraiser created for is theater with the sub-category with the most fundraisers created for is plays; and lastly, the category with the least amount of fundraiser created for is journalism. The limitations of this dataset are that we can not tell if the successful fundraisers were successful due to celebrity endorsement or if a marketing strategy was used to gather more attention to their campaign. Another limitation to this dataset is that we do not know who are the people that are making the donations. Understanding what social and economic background the person making the donation can help in the future for fundraisers because they know who their target audience would be.

Some tables and charts I would make would be one based on the success rate of the fundraiser based on country. This table and chart would be able to show us what countries have a better success rate at fundraisers. Another chart I would make would be one looking at to see if the campaigns that were spotlighted had a higher or lower rate of success in fundraising.