Module 1 Challenge – Excel Challenge.

Answer the following questions:

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. Base on the data provide, Crowdfunding Kickstarter project has a 56.50% rate of successful, 36.40% rate of fail, 5.7% rate of cancelled and 1.4% rate of live. Out of all the successful campaigns show that journalism (100%), technology (66.67%) and photography (61.90%) have the highest rates of success

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| country | (All) |  |  |  |  |
|  |  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 11 | 60 | 5 | 102 | 178 |
| food | 4 | 20 |  | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| journalism |  |  |  | 4 | 4 |
| music | 10 | 66 |  | 99 | 175 |
| photography | 4 | 11 | 1 | 26 | 42 |
| publishing | 2 | 24 | 1 | 40 | 67 |
| technology | 2 | 28 | 2 | 64 | 96 |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |



* 1. “Plays” – the most popular sub-category, has a very high number of successful and failed campaigns. This suggest this campaign is used for funding theater project in the parent category.
  2. Finally, from 2019 to 2020 there was a dip of failed in Kickstarter campaigns due to Coronavirus pandemic.

1. What are some limitations of this dataset?
   1. Yes, there are limitation to this dataset. Given the size of the sample of 1000 Kickstarter project, this does not fully give us enough evidence to come up with a conclusion. Need more data to be used in near future studies.
   2. Need to identify the backer by gender to help determine target audience.
   3. Also, we do not know the amount of each backer pledged.
2. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. Other possible tables/graphs that I recommend would be comparing different countries, average donation amounts and year/months with a pivot chart.
   2. Creating a pie chart comparing parent categories from successful vs unsuccessful (failed).

Statistical Analysis

1. Use your data to determine whether the mean or the median better summarizes the data.
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?