

Homework Module 1 Excel-Vanessa Martinez

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Three conclusions we can draw about crowdfunding campaigns, based on this data sample, are that theatre is a very successfully funded category, plays are a successful sub-category of theatre, and both web and journalism are much smaller, successful sub-categories. The amount of theatre campaigns that were successful, is similar to the amount of theatre campaigns that failed. “Failed” campaigns are ones that did not reach 100% of their goal. There were only 10 successful campaigns that were both staff picks and spotlights, and they ranged in categories including film & video, publishing, theater, music, and technology. Campaigns with goals between \$1000 to \$4999 had 83% of success, and the largest total number of successful campaigns had goals ranging from \$5000 to \$9999.

Some limitations of this dataset include that the sample size is small, more specifically the information about journalism campaigns is small and shows only successful campaigns. It would help to know what the campaigns were trying to get funded and have more information to compare categories to. We need more information on all categories and subcategories in order to make a more accurate analysis and predictions about crowdfunding campaigns.

We could create a line chart to compare dates and category outcomes to see if there are any seasonality spikes for certain genres. We could also create a chart that shows the average timeline of different campaigns to compare how long or short a successful or failed campaign lasted. Using statistical analysis to evaluate the number of backers for both successful and unsuccessful campaigns, the median summarizes the data more meaningfully than the mean because there are outliers causing the data set to be skewed. We can see that there is more variability in the number of backers of successful campaigns than failed campaigns. The amount of backers for failed campaigns was very comparable to successful ones.