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Excel Homework – Module 1 Challenge

April 4, 2023

Crowdfunding Campaigns Analysis

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

The top three campaign categories with the most pledges are Theater, Music, and Film and Video in that order. Specifically, plays (theater) drew the highest counts. Number of successful campaigns peaked in months June and July.

* + What are some limitations of this dataset?

A possible limitation is location. Is the data gathered from a certain geographical location similar to the targeted location? Another limitation is approval process. We don’t know if vetting process is easier for one category than another.

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

We could create a table and graph that compares campaigns that were spotlighted versus campaigns that were not to see if that affected the outcome.

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Based on data from my summary table, both successful and unsuccessful campaigns have high variability. However, successful campaigns have higher variability than unsuccessful campaigns. This makes sense because in unsuccessful campaigns the goal number was not met and therefore numbers were consistently lower. I believe the median is a better summary of the data. Because there is high variability in both successful and unsuccessful campaigns, the median calculation is less affected by outliers than the mean.