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Data Analytics Bootcamp

Excel Module 1

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

• We can conclude that Theater was the most frequently posted sub-category within our database.

• Journalism had a 100% success rate with it's backers.

• There was a major decline in successful crowdfunding from the months of July to August.

What are some limitations of this data set?

It doesn't provide sufficient data for crowdfunding that are live.

What are some other possible tables and graphs that we can create, and what additional value do they provide?

We can add a line chart to include live crowdfunding projects.

Use your data to determine whether the mean or the median better to summarize the data.

Median because backers donations vary.

Use your data to determine if there is more variability with successful or unsuccessful campaigns.

There is more variance in successful campaigns because there is more money being backed in certain campaigns compared to failed campaigns. Failed campaigns have less variance because if they make sufficient money they become successful. Therefore they must stay under the successful threshold.