Crowdfunding Excel Homework

Create a report in Microsoft Word and answer the following questions.

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   1. The data seems to present a correlation with the percent funded and the overall success rate. A vast majority of the "failed" outcomes were not funded to a full one hundred percent. While all the "successful" outcomes were all over one hundred percent funded.
   2. While most Parent Categories had a better success rate than failure rate. Besides the Journalism category, there were not any success rates over 70%. I assume the reason journalism has a 100% success rate was there was only 4 in the dataset. The highest failure rate percentage compared with the overall number of outcomes was "Games" at a failure rate of 48%.
   3. Crowdfunding campaigns can have a wide variety of categories that can be invested in, and the outcome can depend on a lot of different things. For instance, just because a campaign has a lot of backers does not necessarily mean the outcome will be a success. One campaign could have one very large backer and succeed, and another could have a lot of small donations and still fail.
2. What are some limitations of this dataset?
   1. Say you wanted to see the overall success rate of individual donors and all their previous investments. The data in this spreadsheet does not give you that information.
   2. Not a lot of details on the overall campaign only parent and sub parent categories. If there were more in-depth details, you could draft more precise conclusions.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. A pie chart of overall parent or sub parent categories to show which had the most in the dataset.
   2. A chart of how long the campaign lasted and whether that corresponds with the outcome of it.
   3. A chart comparing whether different countries find more success vs percentage of failure per country.