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Excel Challenge Report

1. The crowdfunding campaigns rely on the people who pledge toward the goal and the overall popularity of the project funded. This means that their success is variable. It’s clear that the projects that are focused on media such as: film, music, and theatre have been more successful than the other projects.
2. When looking at the data and its potential limitations, there are a few important factors that aren’t being analyzed such as: no data being shown to evaluate the money being raised after the pledge has been launched. This can be problematic in the eyes of investors because if there is no sign of profitability, then there would be less of an incentive for them to invest.
3. An of a graph that would help fill the gap on some important missing data is a Bar graph that visualizes the percent funded. This would show the success of the pledge because it would consider the projects that exceeded their goal.

Statistical Analysis:

1. The mean is better at summarizing the dataset than it shows the average for the money funded per project which gives a good indication of why the project was successful or not.
2. The dataset shows that there is a higher variability in the successful campaigns. This does make sense because there is a higher sample of data .