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Summary

The excel challenge requires students to use the information from module one lectures to manipulate data, present data, and draw conclusions based on the data.

Module challenge 1

Crowdfunding Data Report

**Background:**

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

Table

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**Analysis Questions:**

* *Given the provided data, what three are three conclusions that we can draw about crowdfunding campaigns?*
* The data set shows that the U.S. has the highest number of projects seeking funding. When filtered by country, of the 1000 entries, 763 of the projects—more than 75%, are U.S. based. Given that the U.S. has the largest number of projects, the data may suggest that it is easiest to gain funding for projects in this country. The data also shows that the largest category is theater, and most popular subcategory is theater. One inference is that the U.S. may have the largest population of performers. Another inference may be that in the other countries included in the data, it may be more popular to acquire private funding.
* *What are some limitations of this dataset?*
* Limitations of the data set are the source or the size of the individual donations. Though the average donation amount can be calculated, the data does not tell if one large donation makes up the majority or if several moderate to small donations make up the amount. It could be one trust fund being emptied or sourced from several small donations.
* *What are some other possible tables and/or graphs that we could create, and what additional value would they provide?*
* Other graphs and tables that might be useful are scatterplots, histograms, and boxplots. Scatterplots and histograms would be able to represent the data visually, more easily displaying the mean, median, mode and any skewing of the data. Boxplots are useful to identify any outliers in the data. It could visually show the donation size by outcome, possibly better than a pivot table.

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**Analysis Questions:**

* *Use your data to determine whether the mean or the median better summarizes the data.*
* The median, better summarizes the data because—when compared to the mean (which is greater than the median), indicates that the distribution is skewed to the right.
* *Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?*
* There is more variability with successful campaigns. This makes sense because it is not only the amount of funding that determines the success of a project or business. The variability is high because of the human element. How the money is used—marketing, budgeting for fixed costs, variable costs, etc., plays a large role in how successful a project is. Other parts of the human element include target audience, culture, and current trends.