Excel-Challenge

Written Report

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**Question:   
Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**  
  
1) After further delving into additional pivot tables one major item I noticed is that US and GB based campaigns had greater quantities of backers and slightly higher success than the others.

US (57%) and GB (58%) had the best outcomes while CA (50%) was considerably lower. If you are creating new campaigns with the flexibility of country choice – focusing your efforts on US or GB would indicate higher chances of success.

2) One other factor I noticed is that of the 364 total failed campaigns – 203 hit their goals. So, there are more failure factors that we do not know about in in this data set. The same can be said for the successful campaigns – somehow 245 of the 565 successful campaigns did not achieve their backer goals. Why? Again, we do not have the additional pieces of data of what can lead to a success or not.

3) Spotlighting campaigns did not have any additional benefit over non-spot lit campaigns. In fact I came to the conclusion with the data that it showed out of the campaigns that were successful nearly 74% of them were not given the spotlight.

It also did not influence the total amount of donations coming in – 74.5% of all donations were from non-spot lit campaigns as well.

**Question:  
What are some limitations of this dataset?**

It could be risky to assume that all campaigns had equivalent goals. What if the failed campaigns had much more difficult goals set for them? This could make the data look more favorable for the success campaigns.

I noticed while completing the ‘Statistical Analysis’ portion of the assignment that there are many campaigns that failed despite hitting their goals. (Or campaigns that did not hit the goals and still were flagged as successful?!)

This makes me think we are missing data – could be human error, on accident, or just omitted on purpose.

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

While working on the summary statistics table portion of the assignment I did this exact situation without realizing. I wanted to be 100% sure how the data variance was – either skewed or symmetrical. So, I broke down and added box plots and a normal distribution bell curve graph. Both showed me that the data was HEAVILY skewed to the right.

This helped me answer the primary question of if mean or median was more useful with confidence. (It was median due to the skew).

I think it would also be beneficial to look at goal amounts vs country. Counties that have higher GDPs could be more likely to hit the goals versus those with lower dollar values or lower GDP’s.