Excel-Challenge

Written Report

Stephen Bennett

April 2nd, 2023

**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)August had both the lowest success rate (48%) and the highest failure rate (41%). Compared to the average of 57% success and 36% failure rate. Using the data provided, I would not recommend starting campaigns in August. (See additional tests sheet tab)

3) Spotlighting campaigns did not have any additional benefit over non-spot lit campaigns. In fact, I concluded that the data showed out of the campaigns that were successful 73% of them were not given the spotlight.

It also did not influence the total amount of donations coming in or the total amount of backers. All were consistently around 73-74%. (See additional tests sheet tab)

**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 more difficult goals set for them? This could make the data look more favorable for the success campaigns.

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.

Not all categories / sub-categories may have the same online presence as another. This could lead towards higher failure rates for non-techy or older client bases that would not interact with a Kickstarter campaign.

**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. I added both a box plot and a normal distribution bell curve graph. They each had the same results: 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).