Excel Challenge - Charting Crowdfunding Brittanie Fraser

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?

* Crowdfunding campaigns ultimately work. More than half of the campaigns launched were successful in funding their campaigns.
* Smaller campaigns asking for funding between $1000 and $4999 tend to be the most successful in fulfilling their campaign goal.
* It doesn’t seem that launch dates have an effect on the overall success of a campaign.

1. What are some limitations of the dataset?

* Some of the categories are unfairly represented in the dataset. For example, there was only 4 campaigns for Journalism, and were 100% funded. There should be more data for this category.
* Another limitation would be that some categories are more spread out than others in the sub-categories. For example, ‘Theater’ only has ‘Plays’ as its only subcategory, and ‘Film & Theater’ has six subcategories.

1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* A bar graph could be valuable to be able to show a visual of success vs. failure for campaigns.
* Another table that could be valuable would be to show how long campaigns were open for funding to show the success rate and pose the question, ‘If campaigns are open longer for funding, are they more successful?’.