Week 1 Excel homework – Brad Smart

Q1) Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?

* The first conclusion that I can conclude is that it is used for funding creative productions such as film, music, and theatre. When dividing this further, we can see that plays are the most common subcategory that searches for crowdfunding.
* When looking at the data we can see that there is a spike in successful crowd funding campaigns in the summer months of June, July and august. This may suggest that this is a better time to launch a campaign. This can also be supported as there is a fall in failed campaigns.
* The data can also suggest that by having set a goal between 15000 and 35000, you are more likely to have a successful crowdfunding campaign.

Q2) What are some limitations of this dataset?

* I Think that a limitation of the dataset could be that we don’t have a cut off for the deadline of the campaign as ones that go on for longer have a higher success rate as they have longer to obtain the funds.
* A limitation of the dataset could be that we have a large concentration of campaigns for plays in the dataset.
* Another limitation could be that there are a lot of subcategories for certain categories such as music when compared to the category of tech. This may withhold some of the information we could obtain.

Q3) What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* I would like a table to see how the campaign having access to spotlight would influence the performance of the campaign and look at the spread of what categories were commonly in the spotlight.
* I would also like to investigate where the crowdfunding campaign was in the world by using the currency and then seeing how the location of the campaign affects the percentage of successful campaigns.
* I also think that looking at the average donation of category of campaign would provide useful information as it may suggest that certain categories have less backers however have a higher average donation.

Q4) Use your data to determine whether the mean or the median summarizes the data more meaningfully.

* I believe that the median will summarize the data more meaningfully as some campaigns that have many backers skews the mean so that it looks a lot higher than the median. I therefore believe that the median will better highlight the average number of backers.

Q5) Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

* The Data suggest that there is more variability in successful campaigns rather than unsuccessful. This make sense to me as if the campaign is successful its more likely that it will massively achieve many backers rather than an unsuccessful campaign. The more successful the campaign with lots of backers the more variance there will be.