Excel Challenge

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Three Conclusions about Crowdfunding Campaigns

The proportion of successful and failed across all categories are roughly the same meaning that your chances of success are the same no matter what you are trying to raise money for.

Plays had by far the most campaigns at 344 and the second most campaigns being 178 campaigns for film & video. Journalism has the least campaigns with only 4.

Both canceled and failed campaigns reach a peak in August while successful campaigns reach a minimum. This could reflect some sort of seasonal behavior, coinciding with the beginning of the American academic year.

Limitations

The dataset fails to verify the validity of the donation sources. Creators of the campaign could artificially boost interest and hype in the campaign. Another limitation is that there are a lot of theater campaigns leaving me questioning how the data was collected and if it was unbiased

Other tables or graphs

We could create another Pivot Table show how pledges vary by region. Our even make a table to identify which region or campaign category has the largest average donation per backer. This might give us insight on the demographic and financial status of those that support one category over another.