Excel Challenge – Module 1

Data Analysis Report

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

1. The “Theatre” category has the most total campaigns.
2. July is the month with the most launched campaigns.
3. September is the month with the least launched campaigns.

What are some limitations of this dataset?

* The amount of sample projects provided. We could increase the number to see if there is any impact on the results.
* This data set is aimed to show trends within different categories. We could analyze 1000 sample campaigns in each category to see if new trends emerge.
* The data is also limited to select regions of the world. We would need to include more regions.

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

1. Percent Successful – Knowing the percentage of successful campaigns in each parent category. This would allow us to see if there is a trend in different categories, to see which are more successful.
2. Filter by Country – This would allow us to know if there is a trend based on where the campaign is based.
3. Length of Campaign – Is there an impact on the success of the campaign when compared to how long the campaign runs for?