Excel Challenge  
John Degelau

Conclusion 1:

As pictured in the graph below, the most popular category for crowdfunding was theatre. Followed by music and film & video. This suggests that most crowdfunding patrons are drawn to projects involving entertainment and the arts.

Chart, bar chart, waterfall chart

Description automatically generated

Conclusion 2: Of the film & video category, documentaries were the most popular. Followed by drama and animation. It is interesting that documentaries are more popular than drama, given how popular crowdfunding for theatre is.

Chart, bar chart

Description automatically generated

Conclusion 3: Under the music category, the most popular genre for crowdfunding is rock and indie rock. Indie rock also has a higher failure ratio than rock does. World music has the best success ratio but is not statistically significant enough to call it a winner in that category.

Chart, bar chart

Description automatically generated

Limitations of the Data: There are a different number of sub-categories in the parent-categories. This creates some drawbacks when comparing each sub-category against another. Categories like theatre, photography, and journalism only have one sub-category. As opposed to music which has six categories. Another limitation is that the values for goals and pledged vary with value depending on the currency being used. This would be a challenge to face if one were comparing the amount pledged or average pledge against other values.

Additional value: Creating other bar charts that go by percentage of successful, failed, or canceled, rather than number of successful, failed, or canceled. This would be useful to see what types of crowdfunding have the best chances of being successful. Having another outcome vs. time graph with years on the x-axis instead of months would be valuable for identifying historical trends and forecasting outcomes for the future.