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Module-1 Excel

Crowdfunding

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

Given the data, it can be concluded that the time of year does not impact the successful outcome of the crowdfund campaign. It can also be concluded that the most successful forms of crowdfunding is through theater, more specifically plays, followed by film and video and music. Additionally, it can be concluded that a crowdfunding goal of $1,000 to $4,999 is the most successful goal given the ratio of successful projects when compared to other goals.

**What are some limitations of this dataset?**

The data set has limitations in that it does not account for why certain crowdfunding campaigns were more successful than others.

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

It would be beneficial to gain additional information on the backers and how much each contributed, which could be useful in determining marketing strategies for further campaigns.