**Module Excel Challenge 1 Deysi Paniagua-Perez**

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

* People across developed countries are more willing to financially support arts-related campaigns such as Theater, Music, and Film & Video. They specifically gravitate towards funding plays.
* Crowdfunding campaigns are most successful in the first 6 months of the year; particularly, during June and July.
* 57% of all campaigns were successful while 36.4% were not. This suggests that crowdfunding campaigns should aim towards a greater goal.

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

* The dataset does not include information from less developed countries. It would also be more meaningful if we had demographics such as race, gender, and age.

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

* A line graph depicting Yearly Average Donation by Country filtered by Category to show each country’s average donation per category across time. This would allow us to see when and where extra efforts are needed.
* A heatmap to show average donation by country and parent category. This will make the visualization easier to understand for those that aren’t as familiar with other types of charts/graphs.
* A scatterplot could be done to see the relationship between percent donated and the number of backers. This is beneficial as it will demonstrate how much people are willing to donate.

**Use your data to determine whether the mean or the median better summarizes the data.**

* The mean and median for successful campaigns is 851.1 and 201, respectively. The mean and median for failed campaigns is 585.6 and 114.5, respectively. Since both means and medians differ greater, we can say that the median better summarizes the data.

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

There is more variability in successful campaigns as the standard deviation is significantly greater than that of failed campaigns with 1266.2 SD And 960.0 SD, respectively. This means that the successful campaigns data is more spread apart than unsuccessful campaign data therefore more variable.