Excel Assignment Report

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
2. Crowdfunding campaigns succeed more often than they fail. This holds true for all categories except for Games, where the difference is only 23 failed to 21 successful.
3. Crowdfunding campaigns are most common in the Plays subcategory. It has by far the most launched campaigns with 344. All other subcategories have 85 or less.
4. Crowdfunding campaigns are most popular in the United States, with 763 out of the 1000 campaigns.
5. What are some limitations of this data set?

One limit of this data set is its size; there are only about 100 campaigns per year, and some subcategories have less than 10 campaigns total. Another limit is that the goals, pledged, and average donations are in the local currency of the country the campaign was launched in. If we wanted to compare any of these values across the data set, we would need to convert them to the same units.

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

We could further analyze how successful the campaigns that reached their goal were. This was partially accomplished using the percent funded column that was added. We could chart that column along with category or subcategory to determine which kinds of campaigns found the most success.

We could also chart the average number of backers per category or subcategory to determine which kinds of campaigns had the widest support.

Statistical Analysis

In this data set, the median summarizes the data better than the mean. In both successful and failed campaigns, there are extreme outliers that skew the data to the right.

There is more variability in successful campaigns than failed because successful campaigns have a larger variance value and larger standard deviation. This makes sense because successful campaigns can have returns significantly higher than 100%. If two campaigns each have a goal of $1,000, the campaign with $1,000 from 100 backers has the same end result of “successful” as the campaign with $10,000 from 1,000 backers.