Excel Challenge 1 Report – Data Analysis

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

* Out of all parent categories of crowdfunding campaigns, theatre was the most popular field pursued, making up 34.4% of all projects.
* When drilling down into sub-categories, it is clear rock was the favorite genre of music totaling almost half of all projects in its parent category, 48.6% (85/175).
* June and July had the highest amounts of successful campaigns, implying summer months were more favorable to meet funding goals.

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

* We have a limited sample size of certain parent-categories, specifically journalism (4 total projects). It had zero failed campaigns, but a limited sample makes it difficult to draw conclusions.
* While we have the country where these campaigns were launched, we do not have specific city locations or where there may be more affluent residents in certain areas to sway funding.
* We do not have any economic data during these time periods such as country recessions or booms that may have impacted funding.

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

* A bar chart looking at the time between project launch and deadline and comparing it to outcomes. This would have given us more insight to see if time were a factor for some of the fails or if it was purely lack of interest/funding.
* A line chart with axes of the country and the deadlines of each project. Making the lines the outcomes would give us trends on if there was a best location to launch a successful campaign during a certain time period.