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Excel Challenge Report**

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

1. Overall, crowd funding campaigns have a **greater-than-50% chance of success** (56.5% to be exact).
2. However, there is significant success variability within categories:
   1. **Journalism** trumps all with 100% success
      1. *Note the overall count of 4 is significantly lower than other categories = limited sample size so success metrics are likely skewed.*
   2. **Games** is the worst performer with 43.8% success rate.
      1. *Note that this category is still not too far off the average overall 56.5% success rate, so the category does not do that terribly, just worse relative to others.*
3. **Theater** is the largest category by count of campaigns, followed by **Music**, and **Film & Video** categories which are about half the size of Theater. Overall, these three categories make up the majority of crowdfunding campaigns:
   1. By **Total Campaign count**; **34.4% (Theater), 17.5% (Music), 17.8% (Film & Video),** for a total of **69.7% of all campaigns**.
   2. By **Successful count**; **33.1% (Theater), 17.5% (Theater), 18.1% (Film & Video),** for a total of 68.7% of all campaigns.
   3. *Note that the success % is consistent as the % by Total Campaign vs % by Successful campaign are nearly 1:1.*
4. By **country**, the **US** dominates with **76.3% of all campaign volume; 77.2% of successful campaign volume.**
   1. Looking at **success % by Country**, ranges from **58.3% (GB)** to **50% (CA).**
      1. *Note that the success range is not a significant spread; each country tends to perform somewhat closely, the larger spread of success occurs by Category…*

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

* Limited dataset – likely there are numerous other metrics that may be available.
  + Ex marketing spend, targeted demographics, etc.
* Is that data clean & complete? We are using a static table provided so there may be missing / duplicate / erroneous records contained within.

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

* Percent successful – understand ratio of success per categories.
* Success metrics by Goal size – understand whether larger or smaller campaigns tend to perform better or worse.
* Success metrics by Country – understand geographical variability.
* Success metrics by length-of-campaign – understand whether longer or shorter campaigns tend to perform better or worse.
* Regression analysis / scatter plots / histograms to test for positively correlated datapoints (country, seasonality, sizing, length of campaign, category, sub-category, etc) that lead to success.