Module 1 Challenge Excel Report

Questions & Responses:

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

1. The rate of successful campaigns was generally proportionate across parent and sub-categories.
2. Successful campaigns saw an increase during summertime months.
3. Donations towards theater (and plays in particular) comprised a large portion of total crowdfunding campaigns.
   * What are some limitations of this dataset?

-Theres not enough feedback from the front end. Drawing reasoning behind cancellations and failures could help find the ‘trick’ to more successful campaigns.

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

-It would be useful to separate the live campaigns and create marketing strategies to assist them in reaching their goals in real time.

-Also, setting up a table that analyzes the average donation would be helpful to glean insights on how some campaigns receive higher average donations.