Excel Challenge Report

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UCI: Data Analytics

Module 1

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. The amount of funding a campaign receives relative to its initial funding goal is an indicator of how likely it will be successful. Campaigns that reach 100% or more of their funding goal are highly likely to be successful while those that reach less than 100% have a higher chance of failing.
   2. By analyzing the data, one can see that a large majority of the successful campaigns have well over 100% of their funding goal. However, several of the failed campaigns were close to reaching their goal within a narrow margin. One conclusion that could be inferred from this trend is that those in charge of the campaigns are underestimating the amount of funding they need in order to be successful. It could be plausible that their goal amount set is the bare minimum required, when in actuality they require more funding.
   3. The largest crowdfunding campaign category was theater with a total of 344 campaigns. This category had both the largest number of successes and failures. However, the percentage of success for theater was 54%.
   4. The category that had the highest percentage of successes is journalism with all 4 campaigns being successful.
2. What are some limitations of this dataset?
   1. The data set doesn’t provide the full outlook of how a campaign was managed and how that may have impacted its success/failure. We can analyze the relationships between the amounts pledged and their success rate, but it does not take into consideration other factors such as marketing or number of staff.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. One graph that could provide additional value to the statistical analysis sheet would be the histogram. It would give a visual break down of the number of backers each successful and failed campaign had and the quantity. It would be useful in determining whether the mean or median number of backers would be a better summarization of the data.