Excel-Challenge

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Crowdfunding in the theater category is the most successful, however, it also has the greatest risk of failures to meet crowdfunding goals or being canceled all together.
  + Roughly 56% of crowdfunding campaigns are successful and 36% crowdfunding campaigns result in failure.
  + Crowdfunding campaigns can be successful any time of year but more successful in the months of June & July – following those two months is August which is the least successful month.
* What are some limitations of this dataset?
  + No visibility as to why campaigns were cancelled and lack of information on the backers.
  + How crowdfunding is being operated
  + Currency is not all the same
  + Minimal information on what Staff\_Pick or spotlight is
    - This is not “beginner” friendly data
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Table to show relationship between crowdfunding duration and success rate
    - Could show a relationship between the two if there was one
  + Pie Chart to show the outcome
    - Easier to see the difference between all four outcomes
  + Pivot Table to show average donation vs Primary & Secondary Category

Statistical Analysis

* Use your data to determine whether the mean or the median better summarizes the data.
  + The Median is better because the mean is more skewed by outliers and this is a very large data set that has a great difference between the min & max
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + More variability with successful campaigns because there is a greater dataset.