Excel Homework: Charting Crowdfunding

Fenny Patel

[Year]

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

We concluded the Crowdfunding Statistical Analysis in 3 different ways. First, we analyze the outcome of the Nine major parent categories as in how much they were successful, failed, canceled, or currently live. If we look at outcomes, film $ video, music, and theater had the highest number of campaigns held with a success rate of above 50%. Overall if we compare all nine-category Music was the most successful category in all countries, theater was the second one to be successful running campaign from all other categories and the third is film and video. Journalism had 100% success but was the least run campaign. While all other categories were on average.

Chart

Description automatically generated

If we look at the subcategory statistics, each parent category has multiple subcategories, based on subcategories we count the total number of successful, canceled, live, and failed campaigns. Plays were the most popular of all, creators tried a maximum number of campaigns. The audio category was tried for 4 times and got successful in all of them. We are comparing these subcategories by the total number of outcomes. For parent and subcategory, the total number of projects was the same based on the outcome but just the filtered was different.

Graphical user interface, chart, waterfall chart

Description automatically generated

We analyzed the Date created conversion by months and the count of the outcome, in this graph we did not include the live campaigns going around so we can analyze how many successful or unsuccessful campaigns we have on a monthly basis. In February and April the number of successful increases and unsuccessful decreases. In May we got the most success rate. December was the worst month to launch the campaign.

Chart, line chart

Description automatically generated

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

This dataset does not have recent year data, it provides data in Unix time stamps but is kind of hard for general filtration. The creator’s information is incomplete like their experience or more detailed about them.

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

Other graphs that we can analyze through this data are: -

* Number of Campaigns by country.
* Successful Campaign by country.

When we look at the data seems there are a couple of rows that can be separated to clear more clusters like Year’s column, Success length column so we can even elaborate the data by looking as the UNIX timestamps are confusing for NON-IT people.