Excel HW 1 Reflection

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1. Conclusions-
   1. Crowdfunding campaigns that launch in the months of June and July performed the best. June had the highest percentage of successful campaigns at 64%, and July had the highest total number of successful campaigns with 58.
   2. Projects with a goal to raise between $15,000 and $24,999 achieved their goal at a 100% success rate, however there were relatively few projects in this goal category. The majority of projects had a goal of greater than $50,000 or less than $10,000. Projects with goals to raise less than $10,000 considerably outperformed projects with goals to raise more than $50,000, which makes sense.
   3. With 344 crowdfunding campaigns launched, theatre is by far the highest campaign category. Plays make up the entirety of theatre campaigns.
2. One potential limitation of the dataset is that there isn’t much information about how the crowdfunding campaigns were run, so it could be hard to identify why come campaigns were successful and others weren’t. Information about how the campaign was marketed or who the target audience was could be helpful to better understand what makes a campaign successful.
3. A graph that would be interesting to see is the number of backers per category and subcategory to grasp which categories generate the most interest. In addition, it would be interesting to see how the number of backers impacts the success rate of the campaign. For example, are successful campaigns the result of many backers or large individual donations?