Excel Challenge Report

Heather Marshall

Given the data provided some conclusions we can draw are: Theater, Tech and Music are the most successful campaigns, Film and Publishing are the least successful, and respectively there are more Music and Theater campaigns than Tech campaigns. The dataset is limited in that there is no reason or classification as to why a campaign has failed; possible reasons could be lack of funding, lack of vision or organization within the campaign, or a campaign that does not spark public interest. Another limitation is the category classifications, for example children’s books were all successful campaigns while Publishing as a category did not have many successful campaigns. With Theater being the most successful category, we are unsure as to why this category is so successful, what type of plays received backing etc., a more detailed analysis of the Theater category would provide additional context.

Other Charts/ Tables we could create with the data provided would be a comparison between success and amount of time the campaign was live (date created, date ended) to see if there is correlation between a campaign’s length of time and its success. We could compare Global results to a specific country to reveal if a country matches the global trend or to see if a country has a preference or trend towards a certain category. We could also see how staff-picked campaigns compare to public-picked campaigns in terms of success and backing.