**Module 1 Excel Graph Conclusions**

* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  + As a generalization, investments in crowdfunding are an advantageous tool for generating revenue for potential projects. As this data shows, through varying charts and numbers, there are more successful campaigns than not throughout each year. This helps prove crowdfunding’s potential, depending on the company’s project idea(s), the demand, and their userbase.
  + While looking through the data, I noticed that none of the campaigns were longer than two months in length. I was curious about this and looked up online that longer campaigns are typically less effective than shorter ones, and most crowdfunding websites recommend that they are less than one month.
  + Based on our project, one can see that there is a large trend of project funding towards varying art forms (gaming, tv/animation, literature, music, drama, etc.), especially in the drama/theater department.
* **What are some limitations of this dataset?**
  + Given the number of companies that utilize crowdfunding these days, I’d say that a sample of 1,000 may be too small. It’s an ever-growing trend the past decade, and now I believe there are millions of active campaigns across multiple sites at once.
  + This data is limited to the 2010s. Although it is only 2023 now, in this market, that is a long time ago. It may be more valuable to gather data from the last ten years based on what year it is currently.
  + Finding the average donation amount per campaign yields interesting results, but it could be misleading in reference to the backer count. The average is simply taking the total amount of money pledged and dividing it by the total amount of pledgers. Without more data, that total amount pledged could have had one person donate 90% of the money versus everyone else with the other 10%. This could lead to issues with data quality and inaccurate analyses.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + I think a pie graph would provide beneficial information on showcasing which company categories (and sub-categories) were most prevalent within this example.
  + Like with the data conversion chart, a line graph may be equally as useful (if not more so) for displaying outcomes of categories over a period of time, rather than by counting how many there are on the screen.
  + I also feel as if a bar graph may be a bit easier to read over a stacked column in this regard, so you could more easily see the varying categories. But this is also just a personal preference.