Module 1 Excel Challenge – James Daniels

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

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

* The crowdfunding campaigns has a success rate of 56.5% and failed at 36.4%
* Plays is the most successful of the categories.
* The success rate/counts are evenly distributed throughout the year.

1. What are some limitations of this dataset?

* The data only contains a limited number of records over the course of ten years. I think more records should be included for a more complete analysis.

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

* You can show other tables/graphs by the goal, percent funded, and the average donation.
* By country and currency can also be shown in tables and graphs.