Excel-Challenge

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

Campaigns related to theater(plays) were the most common, interestingly they had both the highest number of successes as well as failures. Journalism had the lowest total number of campaigns, all focused on audio journalism.

Campaigns with goals below $4,999, we also observed as being the most successful, and projects with goals above $50,000 had the largest number of failures. Most of the the projects’ goal were below $10,000 or above $50,000.

According to the data presented campaigns created in the late spring early summer months had higher success rates than other times throughout the year.

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

The data set is unable to gives us any insight into the solicitation methods and associated costs used to raise funds, which could provide insight into which methods are most effective, such as door to door, television commercial, Kickstarter events, or “friends and family” funding.

Further delineation among the subgroups data could aid in identifying specifics around what makes some, plays for instance, more successful than others. Are children focused events more successful?

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

In analysis of the data related to creation and end date, we could pull the data by an identify durations of campaigns and outcomes, to see if there is any correlation with duration and viability of campaigns. Do longer or shorter campaigns work more effectively?

The dataset additionally provides some relevant geographically information we could use to create graphs or charts and compare average donations across countries or currencies.

**Statistical Analysis**

1. **Use the data to determine whether the mean or the median better summarizes the data.**

The median provides a better summarization of the data due to the impact of the extreme outliers identified as minimum and maximum values in the statistical analysis.

1. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

Based on the variance there is more variability with the successful campaigns. With almost double the number of successful campaigns it to be expected to see more variability in the data set.