Excel Homework: Charting Crowdfunding Report

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

Conclusion #1: Per category, the campaigns in film & video, theater, and music had the most campaigns, as well as the most number of successful campaigns. Therefore, most people are willing to donate money to film & video, theater, and music.

Conclusion #2: Per sub-category, plays significantly had the most campaigns, as well as the most number of successful campaigns. Therefore, most people are willing to donate to plays.

Conclusion #3: The most successful campaigns tend to happen between the months of May and August.

1. What are some limitations of this dataset?

One limitation of the dataset is the fact that each campaign was running for a different amount of time, therefore some of the campaigns that lasted 2 days weren’t successful like the ones that lasted a month. Another limitation of the dataset is the fact that the goal amount of money raised for each campaign was in such a wide range as well. The campaigns that aren’t raising as much money might take less time to reach that goal, whereas other campaigns that are trying to raise a lot of money may take longer.

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

We could create a table/graph that would show the differences in the amount of money raised depending on how long each campaign lasted. That would provide us with information about whether or not the longevity of a campaign has an effect on how much money was/could potentially be raised.