Homework #1 - Excel

# HW Report Questions

1. It doesn’t really look like it matters when in the year when a campaign was started as all outcomes look to trend the same way on the line graph. Also, a few of the campaigns really skew the data set higher as it relates to the percent funded metric. Finally, there is a high percentage of technology campaigns that get canceled, presumably because the tech doesn’t work.
2. Limitations include the outliers that skew the percent funded. Money is in different denominations so you have to work in percent or convert currency to do any other money comparison by category. The Staff\_Pick and Spotlight fields are vague and don’t really serve much purpose without proper definition.
3. Comparing donation by the category and sub-category would help give an idea of what categories attract or require more funding. The could analysis that includes the time a campaign was live (Date Created to Date Ended) and relating that length of time to donations or outcome.