Joe Johnson

**Module 1 – Excel Challenge Report**

1. One conclusion that can be drawn from the crowdfunding data is that it appears that the number of successful campaigns slightly increases during the summer months (June, July, and August). We can also see which categories and sub-categories were the most prevalent in the data set. From this, another conclusion we can draw is that crowdfunding campaigns related to theater, particularly plays, were by far the most prevalent in the data set. Campaigns related to theater had both the highest number of successful campaigns and the highest number of failed campaigns. This held true across all countries in the data set as well. Other noteworthy categories that stood out in terms of number of successful campaigns were film and music. A third conclusion we can draw is by looking at the rate of success across the different categories of campaigns. Based on the data set, all the sub-categories generally had a success rate between 30% and 70%. The sub-category with the highest rate of success were web related campaigns. However, across the broader parent categories, the spread of success rate was much smaller. Of the parent categories, journalism had a 100% success rate, although there were only 4 campaigns in the data set related to journalism. Ignoring the journalism category, it doesn’t appear that there was a significantly large difference between rates of success across the parent categories.

1. The biggest limitation of this data set is that there was not necessarily equal representation across all categories/sub-categories. Theater related campaigns had, by far, the largest count in the data set. Another limitation of this data set is that there isn’t much data after 2020. I can only imagine that crowdfunding data during and after the COVID-19 pandemic might look a little different than the current data set.

1. Since not all categories/sub-categories had the same level of prevalence in the data set, it would be helpful if there was a table that showed the rates of success and failure. While the theater category had the highest counts of successful campaigns, the rate of success was comparable to the other parent categories. It would also be useful to see how the success rates change across the months of the year, as well.