Justine Owsik

Excel Challenge

Based on the data, the most number of crowdfunding products were in theater, while journalism had the fewest. Plays had the greatest number of products per subcategory, and also the greatest number of successes. This is probably due to the fact that plays are the only subcategory under theater, which had the greatest products out of all the categories. In August the number of successful products dropped the most significantly, which made the number of failed and canceled products to increase.

This data is limited, because we really don’t know a lot about each of the products. We are only given a little blurb, which doesn’t tell us much information. Perhaps some failures weren’t directly related to the month they came out or the number of backers they had. Maybe it was never going to be a successful product.

We could also compare the category or subcategory to the pledge amount of number of backers. This would tell us what areas people are more willing to invest in. We could filter this by country to see if the investments change by country.

The median probably best summarizes the data. The standard deviation is big, which means the data is spread out. If the standard deviation was smaller, the mean would be better at summarizing the data.

There is a more variability with successful campaigns. I would think the successful campaigns would have more consistency. It doesn’t seem like that is true in this case. I don’t think the greater variability with successful campaigns makes sense.