Excel Challenge Report

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Our findings in the corresponding data demonstrates three strong conclusions about crowdfunding. First and foremost, the subcategory genre, “plays”, was the most successful with 187 surpassing and/or meeting desired goal. Second observation found, July seemed to be the best month with the highest amount of successes for all of parent category with August being the lowest. Our last observation, we notice that the success percentages are higher than failures except when the goals are greater than or equal to 50,000.

Although this data set shared many promising results regarding these projects and crowdfunding, one factor that could have been a pivotal impact would be what was the most recent event, holiday that took place within the week of the project’s new launch. That can also help find the “trick” to success. Such as if the marketing follows along with the current events. Also, which town/location they were each from.

To enhance our findings in this assignment, one thing that could be implemented would be to find which nation had the highest average donation and during which months. This would enable us to see which nation is the best for crowdfunding, which nation has the most investors, and/or which nation has the most generous investors.