

Excel Homework – Questions

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This assignment had us analyze a crowdfunding data set to see which categories would most likely succeed, seeing this in pivot tables and charts, as well as recognize patterns of these successes within the year.

In our pivot tables and charts, we can recognize that in this data set, the topic theater seems to be of the highest success rate/ being the topic that had the most campaigns in general. the same is true for the subcategory “plays”, completely overruling all other categories and subcategories, my first conclusion being that theater is a hot topic in the crowdfunding world. Looking at the third pivot chart that was created, we can also draw the conclusion that campaigns tend to have a higher success rate in the summer months/generally mid-year. My third conclusion is that the arts in general seem to have some sort of backer loyalty and, despite most artistic categories not being nearly as popular as theater/plays, did also tend to have a high success rate, if not at least half successful, compared to non-artistic campaigns.

I believe there are some limitations to this data, such as not knowing the campaign updates that may have happened, funding durations, media coverage, social trends of the time etc.

I think another table/chart we could create to help us see maybe another side to the story is relation to country and success rate and truly get a better idea of the demographic of the campaigns and backers.