**Module 01 Challenge – Excel**

Levar McKnight

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Theater-goers made up the plurality of the successful backers of the crowdfunding campaigns. Of these backers, most were attending plays. Although, less than half of the campaigns for theater-goers have failed, this appears to be the case for all other categories. This shows the inherent risks of these crowdfunding campaigns. The highest success rates occurred during the month of July and involved donors who donated between 15,000 and 25,000, and between 35,000 and 35,000.

The median summarizes the data better than the average because it pinpoints a more likely and realistic target for the number of backers in any given successful campaign. A standard deviation plot may be used to see if the success rates of fundraising tactics start to change over time.

The data revealed that the best target for the most successful campaigns would be theater plays during the month of July.

A limitation of the data is that is that the donations are in several currencies, however, they are lumped together without any exchange rates. This is why the donation ranges mentioned are unitless. If these rates were added, the conclusions of this data can be very different. With the current information this analysis will be incomplete without currency exchange rates, and the target currency.