# Module 1 Challenge: Excel

## Questions to answer:

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

## Summary of Crowdfunding Data

Analyzing the crowdfunding data can help us to understand three key outcomes that will drive future crowdfunding strategy and initiatives:

1. Which sub-category drives most successful campaign outcomes to determine which initiatives to invest in for upcoming year
2. What months are most favorable to launch a campaign with high probability for success
3. What is the optimal goal to ensure a successful campaign based on probability of success, failure, and cancellation

The most optimal sub-category of initiatives to raise funds is the theatre > plays sub-category, based on the total number of successful campaigns (187) compared to grand total (1,000), which results in 18.7% success rate, significantly higher than the next highest music > rock which sees a 4.9% success rate.

Similarly, comparing the various crowdfunding campaigns over a 10-year period (2010-2020), shows that June and July are the favorable months to launch campaigns, with August being the least favorable of all.

Lastly, the data shows that optimizing campaign goals from 1000 to 4999 results in highest probability of success. Greater than or equal to 50000 also shows high success rates, however, also increases risk of a failed or cancelled campaign.

While the data showcases great trends on what types of campaigns, when to launch, and how to target specific goals to drive success, there is limited data to showcase who specifically the targeted audiences were. Data for the individuals is simply aggregated into the number of backers, but lacks demographic, geographic (other than high-level country) or other identifying customer data in order to optimize targeted crowdfunding campaigns.

For example, if they were to gather data to understand whether Californians, New Yorkers, or Texans are most likely to donate to crowdfunding initiatives could determine which location to spend advertising and/or marketing budget. Similarly, knowing the demographic details of those who are attending rock concerts vs. plays could help determine where else these individuals might be to defund other lower donation generating campaigns (e.g., good trucks) as well as optimize for the failed campaigns within those sub-categories.

Additional analysis of the data such as which country has the highest average donations could help determine where to optimize campaign budgets and marketing collateral. Similarly, understanding if there is different preference for campaign sub-category type by country could help optimize strategy on which campaigns to launch where.