Module 1 Challenge: Excel

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1. **Conclusions Drawn about Crowdfunding Campaigns**

Based on this data across all countries, technology is one of the avenues that is the most probable of leading to a successful crowdfunding campaign, for the bar graph indicates the number of failed campaigns is less than half of the number of successful campaigns.

Journalism is also highly probable of being successful based on zero failures; however, the data is limited by only a total of four campaigns conducted through journalism.

In the technology sub-strategies, the web is slightly more probable of leading to a successful campaign over wearables. This conclusion is drawn from the bar diagram showing that the web has a lower proportion of failed campaigns than successful campaigns when compared to the wearables.

The summer months of June and July see the highest number of successful campaigns across all other months of the year, while the number of failed campaigns in June and July is about the same for all other months. This suggests that June and July may be the best months to create a campaign that ends up successful.

1. **Limitations of this Dataset**

A limitation of the dataset involves the lack of demographics present in the data beyond the country of origin. For example, a question such as “What audiences are likely to lead to a successful theatre campaign?” could be answered with information such as audience age, household income, education level, etc.

1. **Other Possible Tables/Graphs**

A line graph of Category vs. Year of Date Created would indicate trends in how the usage of the various categories is changing with time. For example, did technology use increase from 2010 to 2020?

Pie charts for each country that indicate the categories may be useful for cross-country comparison on the portion of each category utilized.