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Excel Challenge

1. Given the data, the success of crowdfunding campaigns widely varies. Although the data shows that there were slightly more successful campaigns (565) versus failed campaigns (364), this is largely variable and dependent on the popularity of the campaign. The data was even varied across different pledge goals, and therefore the price goal of the campaign did not seem to be correlated to success. Additionally, the data reveals that performance-based campaigns, such as theater and film, are far more successful than other projects.
2. One limitation to the data set is that there is no record of how much money each campaign brings in after the pledge, and therefore the success of each project is difficult to measure. There is also no data on the socioeconomic status of those who donated to certain campaigns, which could be responsible for skewing some of the data. Wealthier donors could disproportionately advance one project over another, however this would not accurately reflect popularity. We also do not know the amount of money spent advertising each project.
3. A graph that visualizes the success of the campaign by parent category, with a country filter, would be useful in analyzing which types of crowdfunding campaigns were most popular by country or region. Additionally, a bar graph that visualizes the percent funded could show how successful a certain campaign was, as some projects had 0% success while others far surpassed their funding goals.

**Statistical Analysis**

1. For both successful and successful campaigns, the mean better suits the data because it follows a relatively normal distribution with a low number of outliers.
2. There is more variability in the successful campaigns data set. Given that the data set for successful campaigns in larger than the failed campaigns (565 vs 364 outcomes), and it has a higher maximum value, this conclusion makes sense.