**Module 1 Challenge – Excel**

**Crowdfunding Book – Report**

After analysis of the provided data it can be concluded that:

1. In a sample of a thousand of crowdfunding campaigns launched, the large majority of subject is Theater, followed by Film & Video and Music respectively. Those three categories represent almost 70% of the sample, in which there are nine categories in total.
2. Campaigns launched in June/July were more successful than the average.
3. When the goal is used to compare the outcome of the campaigns, it’s possible to conclude that the range from $15,000 to $35,000 had more success. After $35,000, the higher the goal, less successful the outcome.

The dataset was a bit messy. Some data was hidden in different format as the dates, for example. It required some time to clean the data before it could be analyzed.

Another possible graph that could be created here is a pie graph, showing the representativity of each category on the sample.

As the data only shows the beginning and the end date of the campaign, a new column showing the duration of the campaign could be added to the worksheet to compare the outcome by duration.

Some campaigns had funded much more than the goal they had at the beginning. These super successful campaigns could be further studied to understand the reasons behind the success.

**Statistical Analysis**

What best summarizes the data is the Median because it’s not a symmetric distribution.

There is more variability on the number of backers with successful campaigns. And it makes sense because some campaigns were funded much more than the established goal.