Excel Challenge Question Responses

1. Based on the data we can draw several conclusions. First, according to the Date-Created vs. State pivot chart, we can conclude that from September to October there is a higher probability of a project to be affected. This can be their termination of failure, cancelation, or conclusion of success. Secondly, we can conclude, based on the Bonus sheet, that projects with a lower goal are linearly more consistent to succeed. Goals less than 1000 have a 71% chance of succeeding vs goals greater than 50000 at 19% chance of success. Finally, projects that are canceled have a 100% cancellation rate with respect to their Sub-Category. This is shown in the Sub-Category vs. State pivot chart.

2. There are several limitations in the data set. The first one that comes to mind is the comparison of the cultures in which the data does not accurately represent. We know what the currency is for each project, thus we can deduce that is where the project is based out of. When comparing ideas across different regions, cultural interest significantly impacts the potential success of a campaign. For example, wearable technology may have a place in the United States market and not in the GBP market. This will influence their chance of success or failure and is not accurately represented in the data. Another limitation is the spotlight part of the data. We compare data to those who have much more promotion and potential backers’ availability which will directly impact the outcome of the campaign.

3. Following up the last question, creating a chart that compares campaigns in the spotlight vs those not in the spotlight and analyzing the difference. Analyzing charts with programs that chose their own staff for the project and seeing their ‘state’ of success. We could also compare the length projects had to meet their deadlines. Projects with a longer amount of time to meet their goals may have an impact on their ultimate success.