**Excel challenge – worded questions**

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| ***Create a report in Microsoft Word and answer the following questions.*** |
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| ***Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?***   1. From Pivot table 1, we can see there is a lower participation rate of crowdfunding in Journalism, followed by photography and food. Top participation rate of crowdfunding is in theatre, followed by film & video and music. 2. From Pivot table 2, plays is the major participation category in crowdfunding while audio and world music are the lowest in participation rate. 3. From Pivot table 3, in July, there is a peak in successful rate whereas in August, there is a big drop in successful rate and increase in failed and canceled rate. |
| ***What are some limitations of this dataset?***   1. The outcome should also be present in numbers and percentages. 2. Pivot table 2 should be present in numbers and percentages. 3. Cannot compare the funds raised by different countries as they are in different currencies. |
| ***What are some other possible tables and/or graphs that we could create, and what additional value would they provide?*** |

1. Combining parent category and sub-category should give a more meaningful conclusion instead of separating into two different pivot tables.
2. Setting up another pivot table to present the parent category and subcategory with their average donations.
3. Presenting crowdfunding completion days in a graph for each category. So the participation popularity can be analysed.

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| **Bonus statistical analysis question.**  ***Use your data to determine whether the mean or the median summarizes the data more meaningfully.***  The crowdfunding which is successful in reaching the goals generally has higher numbers of backers. It is 851.15 for the successful crowdfunding while it is 585.62 for the failed crowdfunding. When comparing the median of successful crowdfunding which is 201, it is only 86.5 higher than the failed crowdfunding which is 114.5. |
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| ***Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?***  The successful campaigns have significantly more variance than unsuccessful campaigns as it can be seen the standard deviation is in a larger number which means the backers spread out in the data. |