Excel Challenge Report

Conclusions

1. One conclusion we can make about this sample of crowdfunding data is that the category with the highest success rate with more than 40 campaigns is the technology category with a 66.67% success rate.
2. The theater category had the largest number of successful campaigns with 187, but it also had the largest number of overall campaigns as well.
3. The month of July was the peak for successful campaigns with a total of 58, 17 of them being in the theater category.

Limitations

Some limitations of this dataset may be the oversaturation of the theater category or not a large enough sample size to capture a true representation of each category. According to Kickstarter’s website, the Games category is the leader in total dollars raised with $1.99 billion and a 46% success rate. There have been more than 71,000 projects launched in the Games category, and our dataset only covered 48 of those, which is 0.067 percent of the entire category. The data may have been a bit skewed towards the theater category, so using a more balanced dataset would provide a clearer analysis. Another limitation that may have had an effect on the analysis is the currency, since almost every type of currency used has a different value in each respective country, it would have been helpful to convert it to one type just to make comparisons a little easier.

Tables and Visuals

I would have liked to see a visual projecting the live projects pledge amount given their current goal, percent funded, and their end date.

We could also make a table with and without the highest and lowest outlier categories (theater and journalism) and create visuals based on those and compare the two.

We could also use the percent funded column to create a table based on highest and lowest funded campaigns and look for a trend in category.

I would have liked to see a table and/or a visual with number of backers versus the outcome of the project and the percent funded to see if the projects with the most backers received the highest percent funded AND a successful campaign or if there were some discrepancies/inconsistencies.

P.S. I used the Excel Function ‘Text to Columns’ for splitting the category column into sub and parent categories, I could not figure out how to do it with an actual function (i.e. sum())