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Module 1, Excel Challenge, Crowdfunding

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
2. Crowdfunding campaigns in general have slightly successful outcomes (at 56.5%) than failed or cancelled campaigns (42.1%). From the two pivot tables/charts created (Category and Sub-Category), the majority of the campaigns come from theatre, but still represent the general outcome trend.
3. We see a trend during the summer months where campaigns tend to be more successful than fail. (Launch Outcomes)
4. By filtering the Outcome column for “successful” and then sorting Percentage Funded column from lowest to highest, we see a trend where all the successful campaigns are ones that either met or exceed their goal (at 100% and above).
5. What are some limitations of this dataset?
6. The data is heavily skewed towards theatre, film & video, and music. While we could assume these may just be favorites for crowdfunding based on the sample of data, we could mistakenly make another assumption that other categories are just not popular with crowdfunding campaigns.
7. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. We could look at length of campaigns (duration of Date Created to Date Ended), discover any trends to see if campaigns are more or less successful based on duration, and create a line graph to visualize this data.
   2. We could create a pivot table/chart comparing Outcomes versus Percent Funded to visually validate 1.C above.

Bonus Statistical Analysis

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

The mean summarizes the data more and shows us that the successful campaigns significantly had more backers on average than failed campaigns.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

There is more variability with successful campaigns and makes sense because there are more successful campaigns than failed campaigns.