Excel Challenge

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

* The most common crowdfunding campaigns are artistic campaigns , films, theater productions, and music productions. Despite that, the ratio of successful and failed campaigns to other categories is about the same.
* Most campaigns originate in the United States. The campaigns are not correlated to population as most countries other than the US have similar totals, regardless of population.
* There is little difference between the years and the number of campaigns attempted. This is mostly true for months as well, except for January and July. These mark the beginning and halfway point through the year which could mean that people are inspired to release the campaigns to the public.

**What are some limitations of this dataset?**

There are no indications on why campaigns failed or were canceled. Even if the reasons were general, you could categorize them and gain insight on why specific campaigns failed or were canceled or if there are categories/subcategories that are more prone to success or failure.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

There are two columns, staff pick and spotlight. You could analyze these to see if there is any effect on the relationship between staff support and the success of certain campaigns.

Additionally, there was no analysis done on the amount of funding percentage. Maybe one of the categories is more likely to be over funded. Are there any types of campaigns that were almost funded but had to be cut short? Is there a relationship between the span of the project and the funding? Does keeping the project open longer increase the funding amount consistently or are there any diminishing returns?

**Use your data to determine whether the mean or the median better summarizes the data.**

After looking at a chart that indicates the number of backers for each project, it is clear that I need to use the median to evaluate due to the number of outliers and where the main bulk of the data sits.

**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. This makes sense as with unsuccessful campaigns, it is usually because there are not as many backers in general. Successful campaigns could have a lot or a few backers especially with the outliers in the dataset.