Excel Assignment

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

Popular and Unpopular Categories: Theatre emerges as the dominant category among crowdfunding campaigns globally, representing 34.4% of activities across all categories. In stark contrast, journalism ranks as the least favoured, with a mere four projects.

Timing and Success Rate: An analysis of the data indicates no significant correlation between the timing of campaigns and their success or failure rates. The rates appear consistent over the years within the dataset's timeframe.

Geographic Distribution of Campaigns: The United States leads in the number of crowdfunding projects, with over 700 listed, accounting for more than 70% of the data.

* What are some limitations of this dataset?

The dataset's limitations include a lack of depth in some areas that could impact crowdfunding success rates. For example, the geographical data is limited, primarily featuring developed countries without detailed regional breakdowns within those nations. Furthermore, the financial data such as funded amounts, average donations, and goals are presented in various currencies, complicating direct comparisons.

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

Additional analyses could include creating box plots to identify outliers and conduct a deeper investigation into the data. For example, examining the funded percentage could offer insights into project success rates; a higher funded percentage might motivate project initiators to increase their efforts. A line graph illustrating the relationship between funded percentages and success could reveal correlations. Moreover, line graphs comparing specific sub-categories with success rates could provide a nuanced visualization of how different project types correlate with success.