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Homework 1 – Questions

1. The higher number of campaigns, the higher rate of successes and failures. From the first data set representation (chart in sheet 2), the theater industry had the highest number of campaigns trials (about of industries) where about were successful.
2. The arts occupy most of the campaigns. The majority of campaigns are dominated by Theater, Music, and Film & Video (about ), where their successes combined is about of the successful campaigns. The second chart shows that the category with the highest number of campaigns were plays (about ). The highest number of successful categories were also dominated by the plays (about ).
3. The third chart shows the total amount of successful campaigns compared to the failed and cancelled ones in terms of months. The successful campaigns tend to gradually increase from January until May, then gradually decrease towards December whereas, the failed campaigns however tend to have an opposite trend, where they tend to decrease from January until May, then gradually increase towards December.

* The number of rows and columns in excel are limited, there is a max of 1,048,576 rows and 16,384 columns.
* Also, the formatting/looking up cells sometimes take very long when given large data if the cells in question are spread out.
* We can draw a comparison between a set of two countries, such as the US and GB in terms of which country has more successful campaigns and draw trends depending on the sector).
* The time limitation could also be key, we can observe a trend between the time launched and deadline.
* The funds also play a role in the success/failure or cancellation of campaigns. We can draw a conclusion of the amount of available funds for the most popular campaigns.