Module 1- Excel Challenge

Data Report

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Create a report in Microsoft Word and answer the following questions.

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

2. What are some limitations of this dataset?

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

With the data provided, there seems to be three broad conclusions that are apparent. The number of successful campaigns goes up during the summer months and peaks in July. Second, the categories with the most successful crowdfunding campaigns are theater, music, and film/video. Third, plays have the most successful crowdfunding campaigns by sub-category. Overall, when broken down by category and sub-category, there seems to be about the same proportion of campaigns that failed, usually around one-third to a half of each category is unsuccessful.

The main limitation of the data is that it is only western nations. There are no countries from Central and South America, Asia, or Africa. This biases the potential conclusions that were drawn at the beginning of this report. For example, the seasonal differences might go away with a dataset that has countries from the Southern hemisphere where the summer is the opposite time of the year as in Northern hemisphere. Also, other countries with more varied cultures and religions may use crowdfunding for more than mainly funding entertainment purposes.

For a more complete picture of the data, I would create a pivot table with the percent funded by category to see if different types of campaigns have more or less of their goals met. I would also take a closer look at the amount of time that successful campaigns take to meet their goals. I would create a new row that subtracts date ended from date created to make a total days completed goal column. I would then graph this against the different categories to see if a certain type of campaign more quickly fulfills their crowdfunding goal. I would also change the chart for Launch Date Outcomes by grouping the months of the year by season to better see the seasonal differences I discussed at the beginning of the report.