Module 1: Excel Challenge Report

3 Conclusions that can be drawn based on crowdfunding campaigns:

1. As per the pivot table showcasing the count of successful, failed, canceled and live campaigns, it is evident that the entertainment industries i.e., film & video, music and theater are more interested in crowdfunding campaigns. Whereas journalism industry seems to be less interested.
2. The pivot table showing the campaigns based on date created, the campaigns starting in June or July month has better success rate whereas the campaigns starting in January or May month has more unsuccessful campaigns.
3. If we look at the outcomes of the campaigns based on the Goal, there is very high chances of the campaign to be successful if the goal is between 1000 to 34999. While setting the goal very low i.e., less than 1000 or very high i.e., greater than 50000 the chance of getting successful campaign is very low.

Limitations of this dataset:

1. Dataset size: To draw conclusion, it is imperative to have decent size of dataset. This data set is very small. For example, food, games, journalism and photography do not have enough records.
2. Outliers: The dataset seem to have a lot of outliers in the data. Hence, True analysis of this data cannot be achieved.
3. Geographic division: The data can be defined much better if we have geographic information in the dataset.

Additional tables/graphs that can be created:

1. Outliers: An outliers table and box plot for outliers can be created for better understanding of the dataset.
2. Continent: One table dividing countries into continents may also help in analysis.