**THE UNIVERSITY OF BIRMINGHAM**

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**Bootcamp Data analytics**

**Challenge \_1**

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CONTENTS

[**1.** **Introduction** 1](#_Toc126289240)

[**2.** **Analysis** 2](#_Toc126289241)

[**3.** **Conclusion** 2](#_Toc126289242)

# **Introduction**

One of the aim of data analysis using various method is to carry out digging in to deep so that valuable information is obtained from the raw data. In this assignment, crowdfunding data set has been given and whereby various insights have obtained using Excel such that the information has been presented using tables , graphs and various information found by descriptive statistical analysis.

# **Analysis**

From the given raw data ( Crowdfunding ), various insights have been found. These insights have been presented using different means such as descriptive statistics, tables (tables, Pivot Table), graphs, color scales. Furthermore, in these analysis different built-in functions has been applied. Some of the functions applied are, TEXTSPLIT, SUMIFS, COUNTIFS, date and Unix timestamp.

However, in addition to the tables, graphs on the challenge\_1 guideline paper, the following tables and graphs could have been extracted. These are :

1. Country Vs company
2. Pledged fund Vs country.
3. Outcome Vs country

There are clear limitations on the data set such as exchange rate for currencies has not been explicitly shown and this could have helped to find total pledged fund so that it will be compared with the goal.

# **Conclusion**

In summary, referring to funding campaigns, the outcome has been analysed and , pledged funding performance measuring has been found as follows. Success: 57%, failure: 37%, and cancellation : 6%. Furthermore, outcome’s success and failure acts in opposite trend as it can be observed from goal analysis graph. However, to attain the proposed goal, extensive campaign needs to be carried out so that success percentage will be maximised.