Module 1 Challenge:

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

Short Answer based of our Analysis: This exercise was great to analyze the crowdfunding data and we first calculated the percent funded and average donation with the help of the data. Later the pivot data analysis and bar chart showed the difference across various categories and by country. We also made a stacked column pivot chart filtered by the country / geographical wise analysis. In the final statistical analysis we observed that the median value of the successful campaign was higher than the failed campaign outcomes. Some data showed that zero success in the campaign. There is further need of data regarding the source of funding to better get the idea which project are doing more investment or putting more money in to the crowdfunding.