Excel Report

1. The 1st conclusion that I drew from the campaign data was that more than half of the people who started campaigns were successful in raising their goal amounts. Out of 1000 campaigns, 565 were successful, 364 failed, 57 were cancelled and 14 are still currently live. The 2nd conclusion I found was that the US had the most campaigns started from their country at 763 out of 1000 campaigns. The 3rd conclusion I found was that the theater category had the most campaigns initiated under its category at 344 total campaigns.
2. One limitation that I found was that most of the data was collected before 2020. Since the pandemic started it would have been interesting to see if the number of crowdfunding campaigns had begun to increase or decrease. Another limitation I noticed was that the categories did not fit with the way the project was described in the blurb. It could mean that people are choosing a category for their product that they believe will generate the most interest instead of what their correct category should be.
3. I think it would have been good to create a Pivot Table showing the different amounts of money that had been set for goals and comparing which were successful or failed and then including a filter for country. This would have showed whether one country had a higher average level of goal money than compared to another country. This also could be used to compare the amount of money pledged with successful or failed campaigns, filtering by country.