**Homework 1 – Excel Challenge 10/10/2022**

**Analysis of Crowdfunding Dataset**

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

1. According to our sample data **theater category** has the greatest number of campaigns – 34% of all campaigns.
2. In our sample of 1000 crowdfunding campaigns **57% of the campaigns are successful** and **36% of campaigns are failed**.
3. Campaigns that were conducted in **months of June and July** are more successful.
4. Although the numbers of campaigns are smaller in Technology, Journalism and Photography categories, the percentage of being successful is higher.

*What are some* ***limitations*** *of this dataset?*

1. Dataset contains data about campaigns conducted between Jan.2010 and Jan.2020. It does not contain current, up to date data.
2. In our data set 76% of campaigns are from United State. It is hard to make country-based analysis.
3. The dataset does not contain information about how the campaigns promoted, how much prior investment made to them, what is the target group, which platforms are used for campaigns. These kinds of information will help us to make more analysis and understand the reasons behind the outcomes of the campaigns.

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

1. We can analyze the effect of **the day of the week that the campaign initiated** on the outcome of the campaign. (Pivot table containing the information about the day of the week campaign initiated and the outcome, a line graph which help us to see the relationship between them)
2. We can analyze the effect of **duration of the campaign** on the outcome of the campaign. (We can calculate the durations of the campaigns by creating a new column and using DAY360() function. With this information on our hand, we can create pivot table of duration and outcome, and a line graph)