Janhavi Bharati

**Excel Challenge 1**

Q: Given the provided data, what are three conclusions we can draw about Crowdfunding campaigns?

1)In this data, successful campaigns can have low or high funding goals, indicating that success isn't necessarily tied to how much funding is sought. This suggests that factors like campaign appeal and marketing might play a larger role.

2)Successful campaigns generally have more backers and higher average donations. This implies that successful projects are likely to generate broader support and greater financial contributions from individual backers.

3)Successful campaigns come from various categories, indicating that success isn't limited to one type of project. This points to the idea that with a strong concept and effective outreach, success can be achieved in many different creative domains.

Q: What are the limitations of this dataset?

Limitations:

1)The dataset does not provide additional context about the campaigns, such as marketing efforts, social media presence, or other promotional strategies. This lack of context makes it difficult to understand the reasons behind the success or failure of each campaign.

2)While the dataset includes campaigns from multiple countries, it may not cover a wide enough range to represent the global crowdfunding ecosystem accurately.

3)The dataset lacks information on the demographics or motivations of backers, which can be important in understanding the factors that contribute to a successful crowdfunding campaign.

Q: What are some other possible tables and/or graphs that we could create?

To further analyze the crowdfunding data, there are various tables and graphs we could create:

Average Donation by Category - This pivot table can help determine which categories attract higher average donations, highlighting trends in backer contributions based on campaign category.

Pie Chart for Distribution of Campaign Outcomes - This chart represents the proportion of successful, failed, canceled, and live campaigns, offering a simple way to understand the overall outcome distribution in the dataset.

Goal vs. Pledged- This chart would visualize the relationship between campaign goals and actual pledges, potentially revealing any correlations or patterns in successful campaigns.