

Power Bi Analytics

Fundraising Analysis Project

Count of Donor_Count

1984

Avg of Media Coverage
Score

49.95

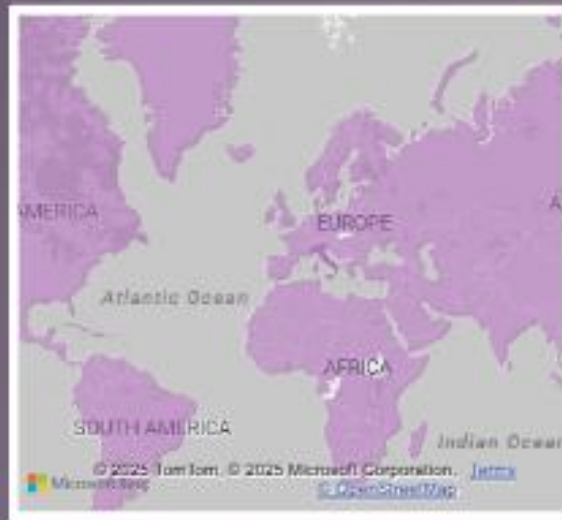
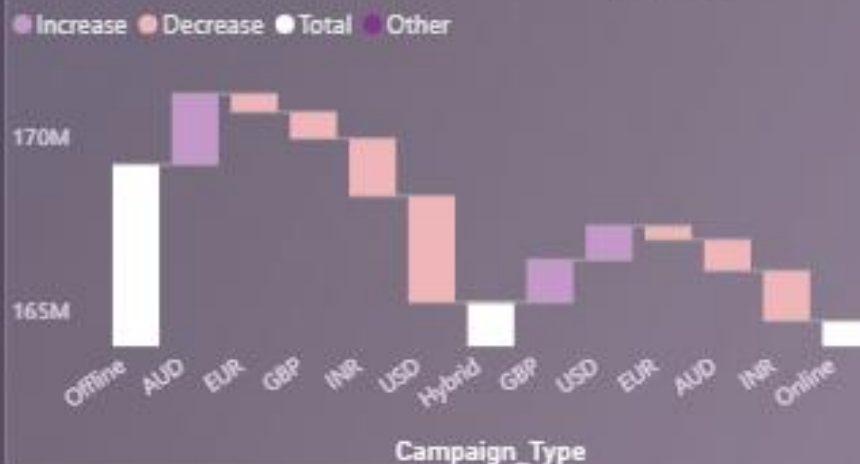
Avg of Social Media
Reach

499.27K

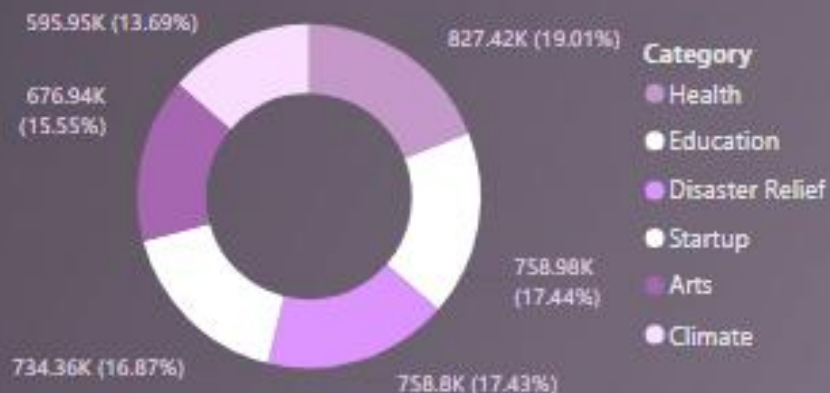
Top 5 Country Performance



Currency Performance w.r.t Campaign Type



Category Wise Donation



Country

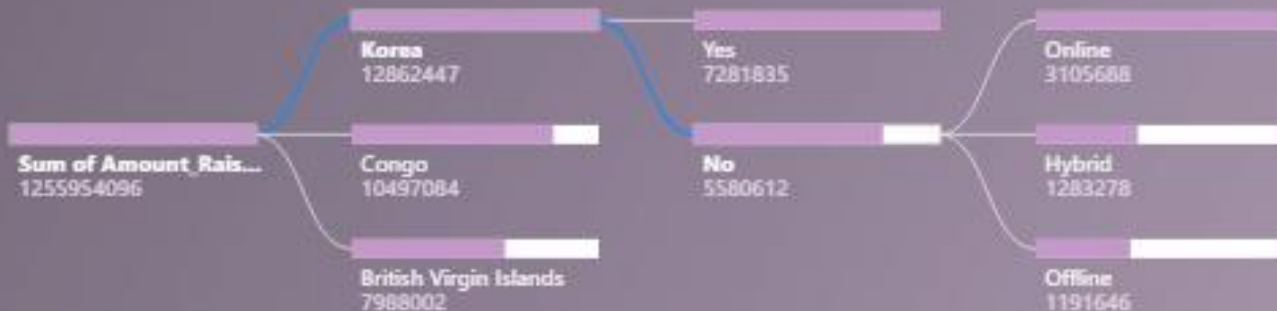
Korea

External_Fundin...

No

Campaign_Type

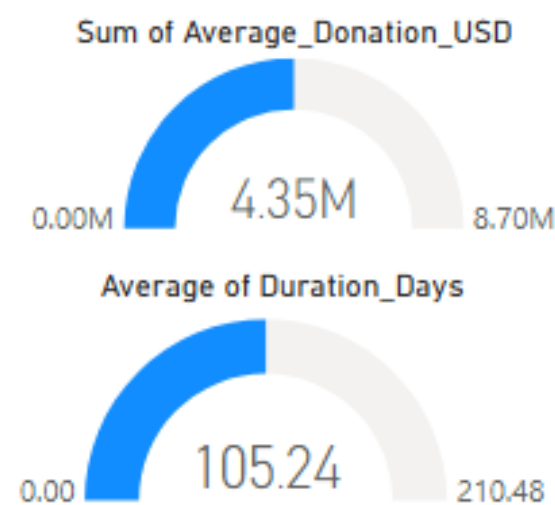
Online



Status▲	GoFundMe	Indiegogo	JustGiving	Kickstarter	Total▼
Completed	32683288	30442113	32567600	30088064	125781065
Cancelled	32414551	34300450	30360323	27484509	124559833
Active	31487924	32804901	30608812	29541182	124442819
Suspended	30343608	32231505	32077779	29778934	124431826
Total	126929371	129778969	125614514	116892689	499215543

Tooltip : Showing Fund Marketing Performance w.r.t Strategies

Category	Sum of Amount_Raised_USD	Sum of Fund_Transparency_Score	Sum of Fundraising_Goal_USD	Sum of Marketing_Spend_USD
Arts	212283178	8,438.92	429779037	85574475
Climate	202038098	8,122.99	409375909	81328150
Disaster Relief	218911057	8,693.73	440406296	85411536
Education	210938243	8,335.80	415249129	81930164
Health	209274354	8,247.25	414003147	81813045
Startup	202509166	8,145.07	400079981	83158173
Total	1255954096	49,983.76	2508893499	499215543



Fundraising_Method	Sum of Social_Media_Reach	Sum of Organizer_Experience_Years	Sum of Media_Coverage_Score
Crowdfunding	1205084548	30712	1,22,520.01
Events	1299577438	32049	1,26,409.23
Grants	1271164319	32507	1,30,053.82
Subscription	1216910323	30853	1,20,558.72
Total	4992736628	126121	4,99,541.78