**Report---------Data Analyses of Module1**

**Boot Camp Challenge**

**Data Analyses of Module 1**

**Summary**

This report presents the highlights of the 1st week challenge of the W.I Boot Camp. The data for the challenge was given in an Excel workbook with instruction and expectation.

Excel techniques like conditional formatting, Pivot tables, stacked columns and statistical data analyses were used for Exploratory Data Analyses (EDA) and visualization on a database of 1000 sample projects

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**Data Collection**

None---Was given

**Data Preprocessing**

A visual sanity check was performed and no discrepancies were found

**Exploratory Data Analysis (EDA)**

Excel sheet attached Sheet 1 to Sheet 6

**Data Visualization**

Excel sheet attached Sheet 1 to Sheet 6

**Statistical Analysis**

Excel sheet attached Sheet 1 to Sheet 6

**Key Findings / Discussion**

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

The total dollar amount pledges received is 47.98 millions which is 97.19% of the total goal of 49.74millions. This is not a great success but it cannot be considered a failed campaign. Because data shows that there is lot of room to expand

* + What are some limitations of this dataset?

The dataset is biased in that it has several countries data but not what population segment was targeted or more pertinent details of backers. This type of data would have helped to improve the market size

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

I would have performed a more global type of analyses (like type of campaign, targeted customers and backers within the countries) and determined any potential cultural and financial variations, preferences for this type of product, and tailored the campaigns to maximize the profits. It is interesting that there 763 backers from US and all other countries of less than 50. This should have been analyzed a little more deeply

**Conclusions**

This report presents a fair amount of understanding of the campaigns and could be used as a basis to make improvements to achieve greater share of backers thereby achieving more profits.