Have done the conditional formatting using the conditional formatting tool on the home page and highlighting the whole column to search for the key words and highlight each in different colour. Successful is green, red is failed, yellow is cancelled and blue is live.

Added percent funded and have checked a few results and they are correct though maybe go through some at the end just to be sure.

Coloured percent funded.

Average donation should be amount donated divided by the number of backers but data could be inaccurate if a most of the total donated was done by one or two people. In other words super backers.

Change timestamp to date. Should be in the folder somewhere or just google it

Maybe look at roundown to excel to calculate money