Excel-Challenge

Data Analysis Report

**Prepared by**

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**Overview**

This data analysis report is created to analyse a database of 1000 sample projects of Crowdfunding.

**Scope**

The projects are surveyed based on their initial goals, pledged and outcomes over the years of 2010 to 2020. There are 1000 sample projects collected from different parts of the world.

**Methodology**

The analysis is done based on the outcomes of different projects. The initial goal, pledged amount and backer’s number provided an overview of the success rate of the projects. Pivot tables and charts are created to analyse outcomes based on categories, subcategories of the projects.

**Findings**

1. According to the Pivot table and chart 1, the three most successful Parent Categories are: Theatre (187), Film and Video (102), and Music (99).
2. According to Pivot Chart 2, among the 1000 projects, 344 projects were from the subcategory plays. Plays is the subcategory of theatre, and the overall success rate of these projects are 54%. However, Journalism has 100% percent success rate.
3. According to Pivot Table 3, the line graph illustrates the successful outcomes fluctuates from the beginning of the year till June, however, it peaked in the month of July and drastically falls on August.

**Limitations**

1. The data is provided for different countries, as a result the currency differs. Therefore, in the Bonus Excel sheet where a line graph has been created according to the goals and success rate, do not give an accurate understanding of the relationship between goal and outcome of a project.
2. The sample has taken from 6 countries, however, there is no specific type of sampling process mentioned. It is not possible to draw a conclusion based on the data that is not truly represents the entire population.
3. There is no data given on the projects’ crowdfunding types, such as: Rewards crowdfunding, equity crowdfunding, debt based or donation based, which would have been helpful to identify what kind of fundings provide most success rates. It is an important aspect of crowdfunding projects.
4. The social media platforms which were used for the projects would have given an important insight on most used marketing strategies.

**Recommendations**

1. Firstly, conversion of dollar rates in a single currency would provide us the accurate “Percent Funded” column to compare the success rate of the projects. Therefore, we could have created a Pivot Chart to see if the Funding is responsible for the outcomes of the projects. Moreover, we could see the relationship between fundings and success rates.
2. The mean, median, and standard deviation can be found to identify outliers. A bar graph can be created to understand the frequency of the amounts that has been pledged in successful and failed projects.