**Data Analytics – Week 1 Homework: EXCEL**

**Part 1: Crowd Funding Conclusions.**

By analyzing the data presented, we can conclude the following three point regarding crowdfunding campaign projects:

1. In order to not fail, a crowdfunding campaign must raise more than 101% of it’s funding goal. No campaigns which raised more than 101% of their goal failed.
2. There is a slight positive correlation between the size of the fundraising goal and the number of backers for said goal.
3. Projects which are identified to be Journalism Audio projects achieve 100% success in their crowdfunding campaigns.

**Part 2: Dataset Limitations.**

The data provided although providing a great snapshot at crowdfunding campaign projects is subject to a number of limitations including but not limited to:

* Campaigns with a goal in excess of 200,000 (local currency).
* Identification of which campaign platforms returned greater pledge amounts or had higher rates of success following funding.
* The campaign figures in other countries, particularly around the East Asian region
* The campaign figures from campaigns in more recent times, 2021, 2022, 2023.

**Part 3: Exploring additional data analysis.**

In analyzing information in this dataset, we’ve identified some other areas which may provide some insight into trends and correlations in crowdfunding campaigns.

Exploring the correlation between whether projects were spotlighted by their campaign platforms and their funding percentage or number of backers would indicate the strength of a platforms at campaign advertisement and user engagement.

Identifying the link between staff picked campaigns and the average donation would indicate user trust in the campaign platform which would encourage repeated use of the same platform to build brand awareness and confidence.

Looking at the influence of country of origin for each campaign on the average user pledge amount would indicate the strength of the market at the time. The countries whose public has the opportunity to pledge more to crowdfunding campaigns would encourage return to those markets for future campaigns or may identify future expansion opportunities for individuals or companies to migrate their projects to those areas.