Crowdfunding Report

Conclusions

Given the provided data, we can conclude that crowdfunding campaigns are more likely to be succeed than fail. We can also conclude that there is always a small chance that these crowdfunding campaigns will get canceled. Lastly, with the data we have been given, we can conclude that the chances of live crowdfunding campaigns taken place are very slim.

Limitations of dataset

A limitation of the dataset is the fact that it does not take into consideration the outcomes for the date ended conversion column like it does for the date ended conversion. This limitation does not let the provided data consider the duration of each crowdfunding campaign and how this would affect the amount pledged to them or the goal chosen beforehand. Another limitation of this data set is that it has different currencies which would affect the outcomes of formulas when using said data.

Suggested Tables/Graphs

I would recommend creating a pivot table that analyzes our initial worksheet to show the percentage funded. We could then use the parent category or sub-category as our row which would allow to know the most successful categories relative to the amount initially pledged. In addition, a pivot-chart line graph would help visualize this clearly.