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|  |  |  | 27/02/2023  Excel challenge | |
| Crowdfunding Campaigns | | | | |
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| Layla Abdul Sater | |  |  |  |

**Conclusions**

Crowdfunding is a way of raising money to finance projects and businesses. Based on the data collected from our excel workbook we had different outcomes.

Some have succeeded, failed, canceled or still live.

The percent funded of each project varied according to what has been pledged and the initial funding goal.

Many factors ruled this outcome, from category to sub-category to date to average donation to other more.

Based on the category pivot table and stacked column we conclude that the “theatre”, “film & video”, and “music” projects have seen greater success than the rest of the categories.

Furthermore, the sub-category “plays” had a great success of an outcome of 187 successful.

In the other hand, looking at the pivot chart line based on the category and date, the successful projects had their peak in July of a total of 58, the failed had their peak in January of a total of 36 and the canceled had their peak in August of a total of 8.

That tells us that the backers had more interest in the category and sub-category listed above. And they contributed a higher donation average that caused the success of the project.

Also, with crowdfunding campaigns you could earn above average returns, it’s a great way to raise money for your projects and allows you to study the market clearly based one different factors.

**Limitations**

The failed projects risk damage to the reputation of the business and backers who have pledged money to it.

Furthermore, the returns aren’t guaranteed.

**Other tables and graphs**

We could have approached this database as well by analyzing the geographical reach, with a graph line.

As well as the time that each project was given, or by comparing the difference between the years and how the project outcome varies.

We could have also done a comparison between the median and mean but creating a graph line. That would help us define if the data is positively skewed or not.

