* Create a report in Microsoft Word, and answer the following questions:
  + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + What are some limitations of this dataset?
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Crowdfunding deals with methods of gathering donations from the public. These donations achieve different projects related to food, food trucks, technology, web, theatre, music, film and video, publishing, games, journalism, etc. We draw three conclusions from crowdfunding campaigns: first, a successful campaign depends on the type of project we are asking the public to sponsor and whether the public is for the project or not. Second, successful campaigns require a lot of backers that decide the amount of investment needed to fund the project. For example, Melton, Robinson, and Fritz project sponsored technology and was successful because it had about 1425 backers. Third, successful campaigns are longer, and reaching their goals is more successful than shorter ones; for example, Wright, Hunt, and Rowe have a short four-day campaign despite having many backers (Clark, 2019).

Furthermore, this dataset has several limitations, such as this data may not represent all the projects in different crowdfunding companies. If that data comes from various companies, there should be more spreadsheets for all the projects. There is another limitation, such as inaccurate or incomplete data, which may cause investors to lose their investments and make backers unable to encourage investors to invest in these projects. Also, using old or outdated data may prevent the crowdfunding company from losing its funding from the public, and that causes significant damage to the reputation of these companies (Capone, 2021).

Finally, we could create more Pivot tables to show the relationship between the goal that the projects set and what is pledged. Also, we could develop a pie chart showing these projects' outcomes. We should set up more charts, whether x and y scatter charts or area charts, to show which projects these companies should encourage the public to invest more in. We can add software to Excel, such as Analytic Solver, to analyze the data to compare these projects, seek to invest in successful projects, and find ways to transform the failed projects into successful ones. All of that will aim to encourage more successful projects, eliminate failed projects, and make the crowdfunding campaign achieve its goal.

References

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Clark, J. (2019). The Five Hidden Challenges Of Crowdfunding. Forbes. <https://www.forbes.com/sites/theyec/2019/11/19/the-five-hidden-challenges-of-crowdfunding/?sh=4a5557027d29>