# Project Objective

The objective of the project is to organise and analyse the data from the past crowdfunding projects so that the hidden trends can be uncover and success of new projects can be ensured.

# Processes and Technology

I use pivot table to analyse the campaign outcome based on the parent category and subcategory and also include the use of filter to change data by country and timeline. Respective graphs were added with the help of pivot table. Some basic functions and formulas were used to calculate the different columns – =COUNTIFS (), Sum(), Average(), Median(), MIN, MAX, Variance and STDEV. Some conditional formatting and filters were also used to filter data.

## Data analysed

* Significant number of campaigners participated in Theatre whereas, Journalism category remained bottom. The United state is the centre of all the crowdfunding campaign.
* Success rate of Film & video and music category falls under the same line. From the music, Rock Music was at peak and best month is July. Success rate in science and fiction and Mobile games is low compared to others.

## Limitation

* Size of categories.
* Missing data and deficiencies in the data measurements.
* Sampling error and selection bias can be another limitation of data.

## Other Methods

In the case of asymmetrical date, median is the best measure of central tendency.

* We can Box and whisker can be used to identify the outliers.
* Outliers can inaccurately skew the data set.