#### Crowdfunding Campaigns Analysis

Conclusions:

Crowdfunding campaigns success/failure is influenced by a combination of factors such as funding goal, project duration, categories, sub-categories.

Key factors that influenced campaigns outcome in terms of successful, failed and canceled campaigns:

1. Not all campaigns are able to completely reach their goal.

* Successful: 56.5%
* Failed: 36.4 %
* Canceled:5.5%

1. **Goal Amount:** Higher Goal amounts may decrease the chances for projects to be successful. Analysis shows that.

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| --- | --- |
| **Goal** | **Success Rate(%)** |
| >50,000 | 37 % |
| 15,000<x<34,999 | 92 % |

1. Crowdfunding Campaigns are more likely to be successful (57.2%), than to fail (37%) or get canceled (5.8%).

And if we focus only on completed Projects then certain campaign categories, such as theater (34.3%), Music(17.7%),Film Video (17.4%) are popular and attracted more funding and had highest success rate compared to others.

Limitations:

1. Provided dataset is not enough for each category and sub-categories.

Journalism (0.4%), photography (4%), game (4%) categories have very limited data available. So

Statistical analysis might not be accurate for sample size data.

2. External factors such as economic conditions, Holidays season ,competing campaigns, can also affect outcomes which is not included in the analysis.

Other Possible tables/graphs to Analyze the trend:

It would be interesting to analyze the campaigns success, failure rate against campaigns duration which can be extracted from “Date Ended Conversion” and “Date Created Conversion” fields. This will help to understand the trend if longest running campaigns have more success rate.