# **CROWDFUNDING REPORT**

Crowdfunding platforms are used to launch new products and generate buzz.

A database of 1,000sample projects has been considered to unveil the trick behind finding successful funding for a given project in the food, games, journalism, music, film & video, photography, publishing, technology and theatre industries in different countries.

Pivot tables and pivot charts were our major analytical tools used to show insights on the outcome of the different projects.

Below are the major 3 conclusions drawn about the crown funding campaigns based on the given sample database.

1. The Crowdfunding campaigns we have had a 56.5% success rate, 36.4% failure rate, 5.7% cancellation rate and 1.4% live rate.

|  |  |  |
| --- | --- | --- |
| Outcome | Count of outcomes | Percentage in sample |
| Canceled | 57 | 5.7% |
| Failed | 364 | 36.4% |
| Live | 14 | 1.4% |
| Successful | 565 | 56.5% |

Chart, waterfall chart

Description automatically generated

1. Successful sub-categories

Audio and world music are the most successful subcategories registering a 100% success rate. This in my opinion means that the campaign funders should invest more resources in similar campaigns.

Chart, waterfall chart

Description automatically generated

1. Months with the best three performances

June had the highest percentage of successful projects amounting to 61.97%, followed by December with 59.375%. In third place we had May and October both with 59.1%.

Chart, line chart

Description automatically generated

1. Crowdfunding campaigns are majorly popular in the US with 763 (76.3%) of the sample projects originating from there.

**Limitations of this dataset**

* Class Imbalance in the data for example a huge difference in count between successful, failed, cancelled and live campaigns. This could create a bias when doing statistical analysis e.g., regression.
* Uneven distribution of data. More than 50% of the data samples were obtained from the US which would make it difficult doing a fair global analysis.
* Different currencies were considered thus making it challenging to compare the monetary related fields.
* Failure to understand all the dataset fields for example staff pick and spotlight. (No data dictionary)

**Highlighted below are the other possible tables or graphs that we could create, and the additional value would they provide.**

* A pivot table showing year over year analysis visualizing trends on successful campaigns, failed campaigns, canceled campaigns and live campaigns. This historical data can also guide us when planning future campaigns.
* Currency exchange rate to enable us to compare campaigns on a global scale. With different currencies it makes analysis difficult.
* Addition of a new column detailing the difference between the goal and pledge to show what is outstanding to attain a given goal.