**Crowdfunding Written Report**

**Data Analysis**

Theater/plays had the most successful and unsuccessful funding outcomes among the other categories, scoring 187 and 132, respectively. The compiled Excel data shows that most funding initiatives were successful. Many funding events were created for theater or plays, indicating the need for funding in those areas. The two categories with only a handful of designated funding events were: journalism and music. According to the goal outcomes table, fundraising goals >=$50,000 failed more often, while funding goals >=$1,000 and <=$4999 were more likely to succeed. This suggests that crowdfunding campaigns with lower goal amounts are more likely to be successful than those with higher goal amounts. July saw the most successful funding initiatives compared to other months over time.

**Conclusions**

The lower the backer count, the more likely it is for the funding event to fail. High backer count does not always correlate with funding success. Time spent on funding event and relative goal amount may influence funding outcome. Higher goal amounts call for flexible deadlines. Reaching the funding goal is dependent not only on the count of backers, but also on the frequency with which they respond and whether they are interested in contributing to a particular funding event.

**Limitations**

The limitations for the data set are that it is outdated and does not include an update for ‘live’ outcomes (assuming live means funding is ongoing even though there is a deadline set). It also does not include a column that provides reasoning for canceled events which would highlight whether it was a backer response or other issue. The data does not identify the percentage of respondents (backers) and the total backers reached for a particular funding event.

**Recommendations**

Recommend analysis of crowdfunding duration (time spent) and funding outcomes to identify any relationship or correlation. This would require separate tables that include date created conversion, date ended conversion, funding duration, and outcomes. I would suggest additional tables and graph for backer count, percent funded, average donation, and category to identify backer contribution trends. To gauge interest and appeal, the count of backers relative to total backers reached out to during the fundraising event could be tracked in a separate column called percent response.