Crowdfunding\_Challenge\_Week\_1

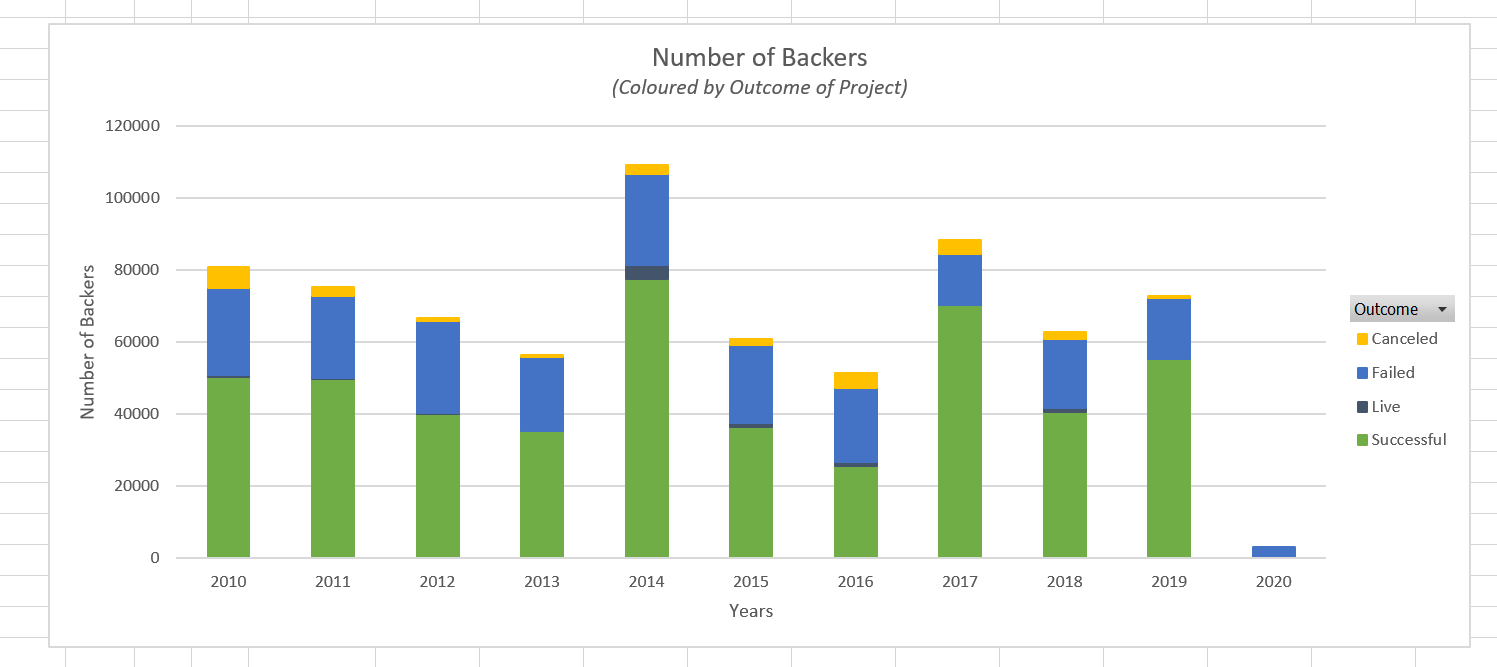
Based on the data provided we observe the below

* 73% or 763 records have the country of US, with only 60 coming from all other regions.
* 34.4% the data relates to projects in the Plays Sub-Category.
* Theatre, Film & Television and Music make up almost 70% of the projects requesting backing.
* All projects raised within the Journalism>Audio & Music >World Music Categories have been successfully funded.
* Technology>Web has the highest percentage of success with 71% of projects being successfully funded.
* April 2014 was the most successful month with 6 projects raised which were all successfully funded, and 2017 was the most successful year to create a project with 67 of 101 projects successfully funded.
* 2014 had the highest number of Backers at 10,9180.
* Spotlight and Staff Pick do not appear to have an influence on a projects success.

Limitations of the Data Set

* Some of the data appears to have been classified in the incorrect Category and Sub-Class based on the Blurb.
* There appears to only be two records for 2020.
* The data has a several currencies across the data set which will impact how we can use financial metrics.
* There are records which have an Ended Date populated but live as the Outcome.

Additional views



Chart, Excel, bar chart

Description automatically generated

