**UD Data Boot Camp  
Crowdfunding Report  
Lesley Conn  
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**Conclusions**Based on the available data for 11 years of campaign activity (2010-2020) for nine areas of monthly campaign activity ranging from film/video and food to photography and technology, we can conclude that crowdfunding campaigns of this type during these years have a cumulative campaign success rate of 57.3%. Examining data by month, we can conclude that early summer offers the greatest campaign success. June provided the highest average of successful campaigns at 63.9% despite having 5.5% fewer campaigns that January, which saw 91 total campaigns total. The summer month of July provided the next-highest campaign success rate with 62.3% for its year-topping 93 campaigns. Average campaign success dropped to the lowest average of the year in August, slipping to 48.8% and with the highest failed campaigns, eight, for the year. September rebounded to a third-best success average for the year at 61.6%. Based on rate of canceled and failed campaigns, we can conclude that the second quarter risks the highest average of unsuccessful campaigns, April and May in particular.

**Limitations**  
The dataset provides relatively few years for analysis, and there is no data about the cost of each campaign type and the number and type of solicitations required to affect donation.

**Other graphics and value**Assuming that Column C, Blurb, offers professional information on the donor, that data could be categorized by professional type, which would allow us to determine which type of professions donate the most on average. We could also create a subcategory by name to determine whether companies, couple or individuals contribute at a higher rate compared to other subcategories. We also could use the date launched and end date of campaigns to determine which campaigns yield the highest donations in the least time. Finally, we can compare donations pledged by country to determine highest donors geographically. Ideally, that data could be broken down to a state or city level.