**Analysis of Crowdfunding Campaign Outcomes**

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**ABSTRACT:**Crowdfunding outcomes are considered based on Category types and the time of year they’re started, looking at whether the campaign was ultimately funded at or above its goal.

Crowdfunding campaigns are first broken down by Category and Sub-Category, in **Figures 1** and **2**, respectively.

**Figure 1:** Crowdfunding outcome considered by Category.

**Figure 2:** Crowdfunding outcome considered by Sub-category.

From this data it can be seen that entertainment ventures such as film, music, and theater (plays in particular) are the most popular form of crowdfunding campaign, although further analysis is needed to determine if those succeed at any higher rate than other categories.  
  
Outcome is then looked at considering the month of the year the crowdfunding campaign began, in **Figure 3**.

**Figure 3:** Crowdfunding outcome considered by starting month.

From this data it can be seen that campaign success generally jumps up beginning around the holiday season in November/December, increases noticeably during the spring and summer, then begins to fall off again around the time most people in the United States return to school in August. Further analysis would be needed to determine if those factors are causal, but they are descriptive.

This particular data set has limitations that lead to further questions, such as what crowdfunding site each campaign used, what other advertising was done for it and where, and whether the people or organizations running the campaigns were previously publicly known figures or not.  
  
Although there are not a lot of further details in the data set, outcomes could be charted to see what affect Country, Staff Pick (it’s unclear from the data set what this Boolean value means exactly), and Spotlight (meaning also unclear) have on the outcome. It might also be interesting to look at Average Donation to see if campaigns that rely on lots of small backers are more or less successful than campaigns that rely on a few large backers, if those two types of campaigns break down by Category (perhaps large or small donors prefer certain types of campaigns), and what is the variability of donation size (do large and small donors often give to the same types of campaigns).  
  
Answering some of these additional questions (some of which would require data not present but that might be accessible with further research) would allow for more carefully targeted campaigns that reach the most receptive audience possible during their most receptive times of the year.