**Daniel Hughes Crowdfunding Analysis Report**

In this report you will find my findings from my analysis of data I have worked with regarding crowd funding data.

One of the conclusions I can derive from this data is that there is a great love of the performing arts. I have come to this conclusion by the fact that theatre is the most published type of project on the site at 344 projects out of the 1000 I have been provided with. This is the clear front runner of published projects. Out of the 344 published projects 187 have been successfully funded which means above 50% of the theatre projects posted to the site get funded meaning that people loved performing arts and want to see them funded. This could be due to them potentially being underfunded within certain areas, certain types of performances, this would require further analysis into specific data to find out.

Another conclusion I can draw is that there is a requirement amongst a large group of people for documentaries. In the data out of the 178 film projects posted to the site the majority of them at 60 out of 178 have been documentaries. Then from the 60 documentary projects posted 34 were funded a near 60% success rate. This could be a variety of projects; maybe documentaries designed for teachers and schools, historical pieces, wildlife, further analysis should be taken to find if one genre amongst the field is more popular then others and find out why and what can be done to help boost the other genres.

Something interesting I have also found from the data is related to the time in which certain projects either succeed or fail. June and July have a massively higher success rate then all the other months. June has a had 55 funded projects and July has 58 out of 565 totalling in 20% of the successfully projects across just 2 months. This could maybe imply that younger demographics and teachers are looking to crowd funding as they are not at school and are searching across crow funding websites for needs across the summer. I also feel like this may be the case by looking at the failure graph. 2 of the highest failure months are January (36 failures) and Augst (35 failures) when younger demographics and teachers would be returning to school and university. Survives would need to be sent out to find further information regarding this spike in funding.

One of the major limitations of the data I have found is that there is no data for age. I feel like this is a missed opportunity as I am unable to track what types of projects are relating to certain age groups. If we could be provided with that data, then we would have a better way of targeting certain age groups with certain upcoming projects. Another limitation I have noticed is that the subcategories for some of the parent categories are quite limited. For example, the only subcategory for theatre is plays. I feel you could find out more useful information from the data if the subcategories were more diverse, maybe into genres i.e., Fantasy, Comedy, Historical etc. With this information you could draw better conclusions from the data. Another limitation I find within the data revolves around the status of some projects. Not knowing why, a project has been cancelled is very limiting as it could have been cancelled for a variety of reasons that we can not analyse as we do not have the data.

I feel some other useful graphs we could create is a series of pie charts regarding the success, fail, live and cancel rates for certain parent categories with larger number of projects. Pie charts provide a very easy way of viewing the data concisely. Being quickly able to view a chart showing how successful certain categories are will provide a greater insight into analysing the data. Another table I think would be useful for us to analyse would be for the average donations. With a clearer view at this information, we could analyse average spending for certain projects within certain countries to have a better understanding of which projects are popular in certain countries. This can help with future predictions about the success of certain upcoming projects.