Crowdfunding Summary

# Conclusions:

1. Campaigns in the film & video, music, and theater categories were more likely to receive funding.
2. Plays received significantly more funding than any other sub-category.
3. Investors were most active in the months of Jun – July

# Limitations

The provided dataset includes the countries of those seeking funding, however we do not know the locations of the investors.

The dataset also lacks demographics of investors, which might be the most important indicator as to the success or failure of a campaign.

The dataset also ends in the year 2020. Further information post-COVID would be required to analyze how investor’s behaviors might have shifted in recent years.

# Additional Information

A table comparing the success of a campaign, to the amount of time between the launch date and deadline date would be valuable insight. This would help fund-seekers better evaluate the potential benefits of shortening the deadline to create a sense of urgency, or perhaps if it might be more beneficial to give more time to investors.

It would also be helpful to create a table comparing the success rate to country of origin, to further break down in interests of investors in various locations. This way, fund-seekers might focus their marketing/campaign efforts to the appropriate areas.