# Crowdfunding Campaign Project

Data Analysis for different categories

After analysing crowdfunding campaigns dataset (It’s my first project through we do analyse everything knowing or unknowingly many things), I have following observations for crowdfunding campaign. Lets begin,

With the dataset, we can identify 3 major aspects.

* With the current data set I can obtain the data for number of campaigns outcome like Successful, failed, cancelled an still live. Once the filtered data is available, we can further dig down into other analysis. Now we can determine the trend of categories which is more successful or less risky, though journalism has 100% success rate but there was only 4 number of campaigns launched. Photography and technology are the major category where success rates are higher than failure rate. So, it’s defiantly less risky category amongst all for crowd funding.
* Same outcomes determine by the country and its subcategory, Let’s consider if anyone wants to know about Australia, how it’s responded to all categories? With the help of graphs, it’s easy to classify that Australia did very well in plays, drama and web category but completely failed in radio and podcast categories. 100% success rate in few categories. With this data set it’s easy to identify the trend in country wise to reach the goal. With this information one can easily identify where crowd funding can be initiated with success rate.
* As data set have the launch and end date. With these data set we can build be a co relation between the month and the outcome. I can say July is the best months for music to launch the crowdfunding for music and Photography but not good for Publishing category.

With the current data set there is limitations as well, Journalism has only four campaigns. Less number cannot give you the better picture for the ratio analysis. As pandemic hit in 2019 to 2021 most of the where most of the countries socially and economically impacted. It’s not a fair for the analysis for comparing those years with the rest. All country’s Social economic conditions are different, Weather is different for same month in different countries, Different financial year end is different. Country’s common interest could be different than other countries. With this limitation it’s hard to categorise the data. This limitation can be highly influencing the crowdfunding.

## Bonus

Through the successful average came 851, and it’s easy to analyse many beckers are below the average. But there are few beckers who exceptionally did good above the average.

Median number is set for the outcome which, which gives the idea how many beckers are below the average. This indicates that the data observed is quite spread out.