

# CROWDFUNDING

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# WHAT IS CROWDFUNDING?



- Crowdfunding is most often used by startup companies or growing businesses as a way of accessing alternative funds. It is an innovative way of sourcing funding for new projects, businesses or ideas.
- It can also be a way of cultivating a community around your offering. By using the power of the online community, you can also gain useful market insights and access to new customers.
- Crowdfunding platforms are websites that enable interaction between fundraisers and the crowd. Financial pledges can be made and collected through the crowdfunding platform.
- Fundraisers are usually charged a fee by crowdfunding platforms if the fundraising campaign has been successful. In return, crowdfunding platforms are expected to provide a secure and easy to use service.



## 4 types of crowdfunding

A quick guide to understanding crowdfunding methods



### Reward-based crowdfunding

Backers fund your startup in exchange for rewards, often your product or service. A win-win for creators and supporters.



### Equity-based crowdfunding

Investors receive shares in your company, gaining equity in return for their contributions.



### Debt-based crowdfunding

Think of it as a crowd-powered loan. Investors lend money to be repaid with interest, without involving a bank.



### Donation-based crowdfunding

Contributors support because they believe in the mission, expecting no financial return. Perfect for causes and nonprofits.

# APPLICATIONS

- *Philanthropy and civic projects*
- *Real Estate*
- *Science*
- *Journalism*
- *International development*
- *Legal Developments*

*Examples :-*

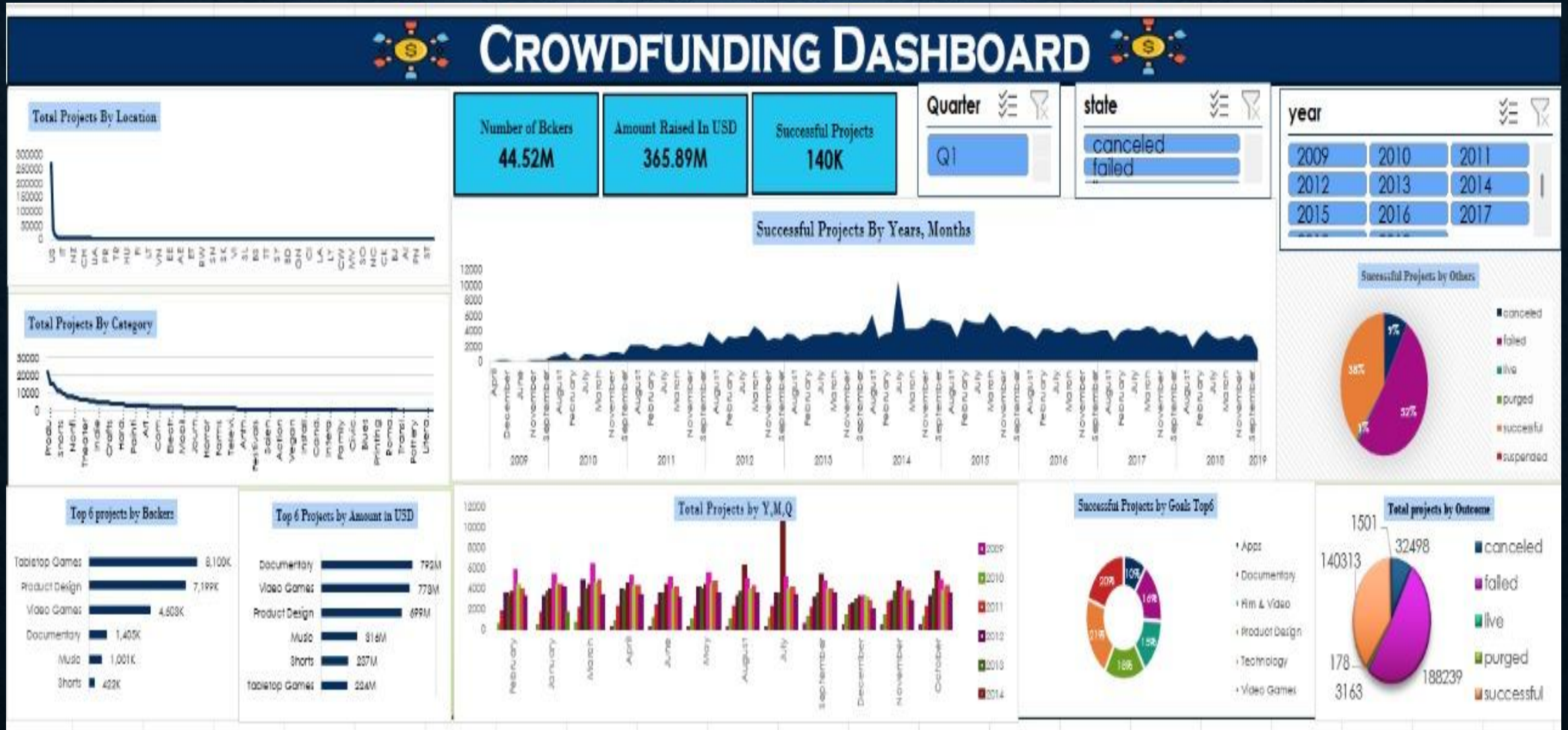


# KPI'S AND INSIGHTS

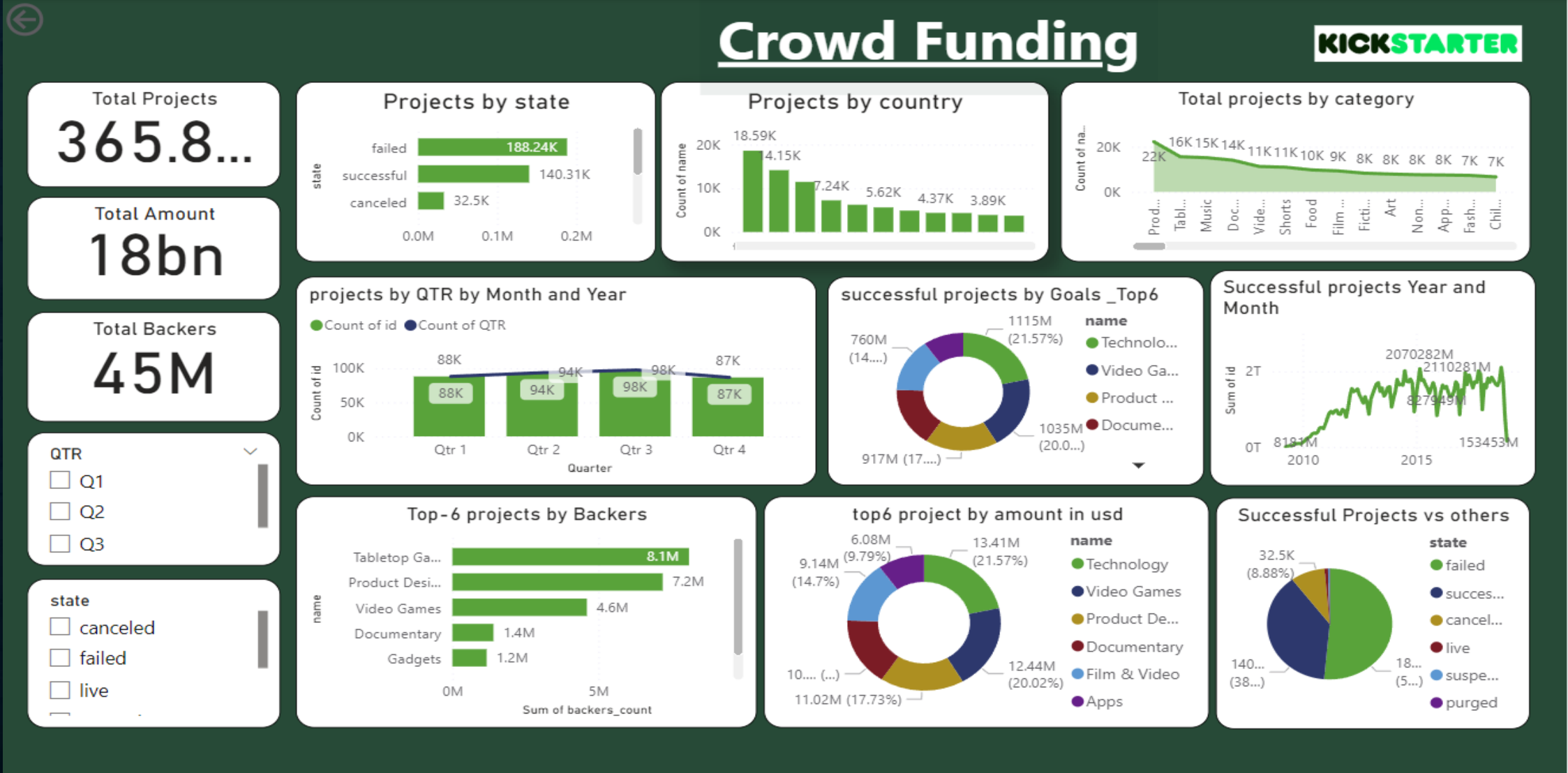
- *Total projects by location.*
- *Projects by category.*
- *Projects by backers.*
- *Successful projects by year-month.*
- *Number of backers.*
- *Amount raised in USD.*
- *Total projects by Year, Quarter, Month.*
- *Top 6 successful projects by goals.*



# EXCEL



# POWER-BI



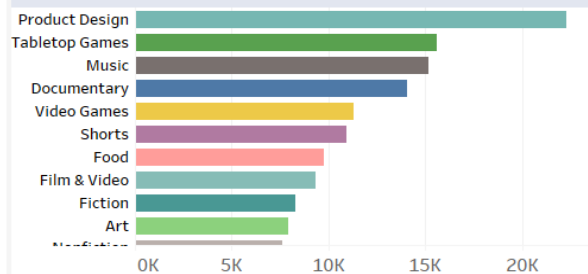
# TABLEAU

## Crowdfunding Dashboard

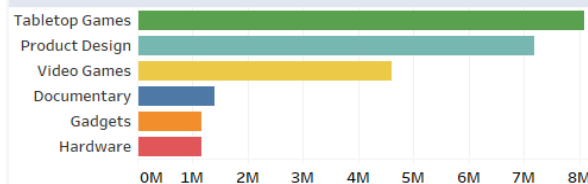
Total Projects By Location



Total Projects By Category



Top 6 Projects By Backers



Number Of Backers

44.52M

Successful Projects

successful 140.31K

Created At Date

2009 2010 2011 2

Quarter

Q1  
Q2  
Q3  
Q4

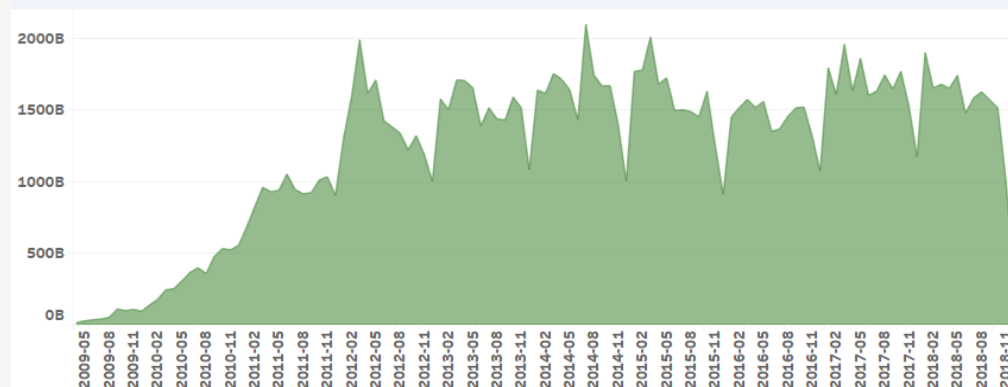
State

canceled  
failed  
live  
purged  
successful

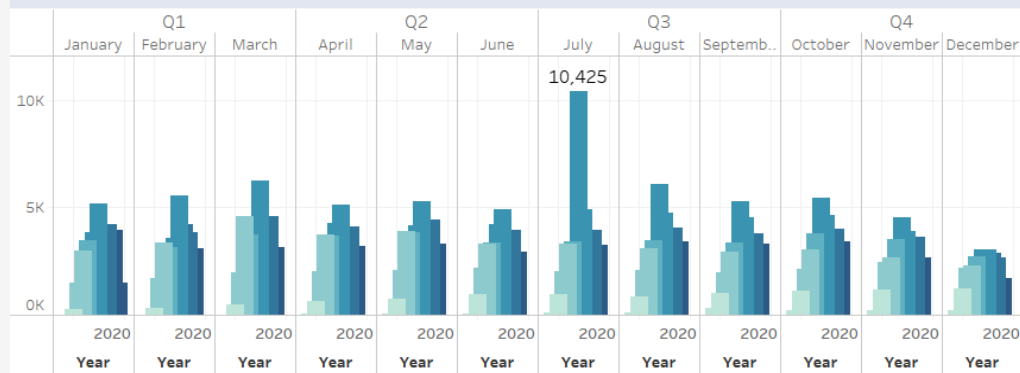
Successful Projects By Goals



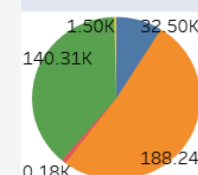
Successful Projects By Year Month



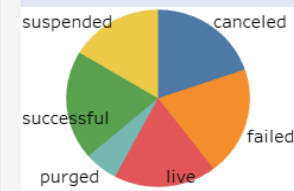
Total Projects By Y,Q,M



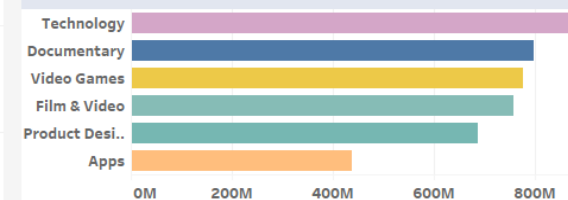
Total Projects By Outcome



Successful Project VS Others



Projects By Amount In USD





# SQL QUERIES

```
10 # total amount
11 • Select SUM(goal) / (83*1000000.0) AS total_amount_in_usd
12 from projects;
13
14 # total projects by location
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
total_amount_in_usd			
221.4134			

```
6 #total Successful projects
7 • select count(ProjectID) as successful_projects from projects
8 where state="successful";
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
successful_projects			
140282			

```
# total projects by location
15 • select country,
16       count(ProjectID) As Total_Projects
17 from projects
18 group by country
19 order by Total_Projects desc;
20
```

Result Grid	Filter Rows:	Export:
country	Total_Projects	
US	278484	
GB	34071	
CA	14769	
AU	7754	
DE	4711	
FR	3530	
IT	3373	
NL	2834	

```
22 # total no. of projects based on Outcome
23 • select state,
24       count(*) as Total_projects
25 from projects
26 group by state
27 order by Total_projects desc;
28
29 #total projects by category
```

Result Grid	Filter Rows:	Export:
state	Total_projects	
failed	188210	
successful	140282	
canceled	32487	
live	3163	
suspended	1500	
purged	178	

```
48 #successful projects by amount
49 • select
50       projectID,
51       Name,
52       usd_pledged
53 from projects
54 where state = "successful"
55 order by usd_pledged desc limit 6;
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
projectID	Name	usd_pledged	
1799979574	Pebble Time - Awesome Smartwatch, No Compr...	20338986	
342886736	COOLEST COOLER: 21st Century Cooler that s ...	13285226	
2103598555	Pebble 2, Time 2 + All-New Pebble Core	12779843	
545070200	Kingdom Death: Monster 1.5	12393140	
506924864	Pebble: E-Paper Watch for iPhone and Android	10266846	
565687737	The World's Best TRAVEL JACKET with 15 Featu...	9192056	

```

1 • use crowdfunding_dashboard;
2
3 #total projects
4 • select count(projectID) as Total_Projects from projects;
5

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

Total_Projects
365820

```

1 #sucessful projects by backers
42 • select projectID,
43         name,
44         backers_count from projects
45 where state = "successful"
46 order by backers_count desc limit 6;
47
48 #sucessful projects by count

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

projectID	name	backers_count
1955357092	Exploding Kittens	219382
1386523707	Fidget Cube: A Vinyl Desk Toy	154926
557230947	Bring Reading Rainbow Back for Every Child, Ev...	105857
1755266685	The Veronica Mars Movie Project	91585
1929840910	Double Fine Adventure	87142
1118803016	Bears vs Babies - A Card Game	85581

```

1 #total projects by category
30 • SELECT
31     c.name AS category_name,
32     COUNT(p.projectID) AS Total_Projects
33 FROM
34     projects p
35 JOIN
36     `copy of crowdfunding_category csv` c ON p.category_id = c.id
37 GROUP BY
38     c.name
39 order by Total_Projects desc;
40

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

category_name	Total_Projects
Product Design	22270
Tabletop Games	15618
Documentary	14075
Video Games	11280
Shorts	10957
Fiction	8304
Non-fiction	7622

```

57 #Total Number of Projects created by Year, Quarter, Mo
58 • SELECT
59     YEAR(FROM_UNIXTIME(created_at)) AS Year,
60     QUARTER(FROM_UNIXTIME(created_at)) AS Quarter,
61     MONTHNAME(FROM_UNIXTIME(created_at)) AS Month,
62     COUNT(*) AS Total_Projects
63 FROM projects
64 GROUP BY Year, Quarter, Month;
65

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

Year	Quarter	Month	Total_Projects
2017	1	February	3815
2015	2	April	5162
2016	1	March	4386
2012	3	July	3302
2015	1	March	6225
2016	4	October	3572
2014	4	November	4518
2010	4	December	1216
2011	3	September	1959
2012	4	November	2678
2016	2	June	3795
2015	1	January	4102



# SUMMARY

*We designed and developed interactive dashboards in Excel, Power-BI, Tableau and SQL to analyse crowdfunding campaign performance.*

*The dashboards focused on key KPIs such as number of backers, total funds, average pledge size, traffic sources and reward tier performance. Through visual analytics, we highlighted funding trends, backer demographics and campaign engagement patterns, enabling data-driven insights to optimize marketing strategies and predict campaign success.*

*This project demonstrates strong skills in data visualization, business intelligence tools and performance measurement for real-world fundraising analytics.*

THANK YOU