**Crowdfunding Campaign Analysis Report**

**Conclusions from the dataset**

1. The most popular campaigns are in the Arts. These include campaigns in Film/Video, Music & Theater. Combined, these three categories comprise nearly 70% of all Crowdfunding campaigns. Theater plays are the most popular, being more than 1/3 of all the campaign categories.
2. Although Arts campaigns are the most popular, they are not the most successful. Technology campaigns consistently have success in reaching or exceeding their funding goals compared with other categories with a 69% success rate. Journalism campaigns appear to have a successful record as well, but they are also the least popular, so more data would be needed to confirm their success rate over more campaigns.
3. In the 10-year average, there was an increase in success rate for those campaigns that were started in the late summer/early fall and the fewest failed campaigns started in the winter months. However, taken on an annual basis, there are no trends to predict the success rate based on month started. Start month does not appear to predict the success rate of a campaign.
4. When campaigns are successful, most of them significantly exceed their funding goals across all categories. All but one category achieved more than double their funding goals. Food trucks & Gaming campaigns exceeded their goals by about 4 times their initial targets. Successful campaigns in all countries evaluated exceeded their goals, but US & UK campaigns exceeded their goals by the most at more than 3 times the initial goals.

**Limitations of the dataset**

There are two columns that were not utilized because they simply included TRUE/FALSE entries: "staff\_pick" and "spotlight." If more context was provided for these columns these data may have been utilized for the analysis.

I would also have liked a bit more context on how the campaigns were set up, how many people were involved and whether there were any local issues that prevented/promoted the likelihood of success by year.

* How did the campaigners advertise their campaigns?
* Was there an economic down-turn in the country at the time of the campaign?
* How many people were involved in promoting the campaign?
* How many views did the campaign receive & what was the donation rate from those views?

**Additional tables/graphs that would be useful**

*The below are based on the dataset being used to make recommendations to potential new campaign starters to improve their chances of success.*

* I would like to evaluate the duration of the campaign relative to the success rate. This would inform potential campaign starters on how long they should expect to run their campaigns for a successful outcome.
* After correcting for the differences in currency value, with a sort on "Average Donation" the data indicate all of the campaigns that had very large donations (>$1,000) and most that had a moderate donation of >$100 still failed their crowdsourcing goals. I would like to evaluate the average donation amount and the success rate to inform potential campaign starters how much they should ask donors for to improve their chances for success.
* I would also like to evaluate which categories are the most successful in each country or region. For example, I noticed that no food truck campaigns were successful in Italy over a 10-year period, however, food truck campaigns were one of the most successful campaigns over-all. This would help inform potential campaign starters on what type of campaign has the most potential for success in their area.