Crowdfunding Report

Three Conclusions

1. The best time to launch a crowdfunding campaign is in the summer months of June and July, as they contain the highest number of successful projects.
2. If campaigns are begun in August, the success rate falls as shown in the chart. They are also more likely to fail if the project is started in December or January, likely because people will spend more money for the holidays and have less to give to projects.
3. Theater is the most popular category to start a crowdfunding campaign overall, while journalism is by far the least popular. However, even with the small number of journalism projects, the area of journalism has a 100% success rate within our sample size.

Limitations

* We have a limited sample size of 1,000 crowdfunding campaigns.
  + This could be an issue because there are likely hundreds of thousands of campaigns that are not captured in our data.
* We have a limited time range of about 10 years.
  + The data runs from 2010-2020. This means we are missing the 3 most recent years of data from 2021-current, and the data may not reflect updated trends.
* Our data may lack other critical context.
  + For instance, the data only captures the amount of money raised on the campaign’s crowdfunding page. It does not consider money that may have been given to the campaign by other means. This means that some campaigns that we believe missed their goals may have reached their goals after all.

Other Possible Graphs

* We could create a scatter plot to measure the percentage of success rate of each category/sub-category.
* We could also use a line graph to measure overall crowdfunding success by year to see if some years were more successful than others.
* One last suggestion, we could create a bar graph by category (or sub-category) to see the number of donors or average donation amount, to discover which campaigns people are more drawn to give towards or give a higher amount towards.