Crowdfunding Report

From the data, we can see that the crowdfunding success rate is a little over 50%. However, the success rate drops to 37% when the goal is over $50,000. Most of the successful crowd funding events were under $10,000. Also, many more of the successful events were for film & video and theater than any other category.

There are some limitations to this data set because it was just a summary of the results. There is no granular data that explains why the funding was a success or not. There is also very little detail of what the crowd-funding program is for other than the general category, which could also be used to determine why some events were successful or not.

Some other graphs that we could have used would be to look at the funding values over time in a box & whisker chart to show the average successful event over time or by how much the company was looking for. Another good report might be to run a pareto report on the total value of the goals for each event showing how they fare by the highest goal amount.

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