

Data Analyses

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| three conclusions that we can draw about crowdfunding campaigns |
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1. The most success from Crowdfunding campaigns takes place in the beginning of June and that success trend lasts until the end of July. In conclusion, I would recommend to anyone starting a Crowdfund campaign start in-between June and July
2. Plays or Theater has the highest success rate out of my data set, and they have the most attempts to crowdfund and reach a desired goal. In conclusion, I would encourage someone with a theater idea to create a Crowdfunding campaign.
3. August to December is the worst time to have a Crowdfunding campaign, people cancel at a stagnant rate, and crowdfund success is at its lowest during these times. In conclusion, I would tell anyone interested in having a Crowdfunding campaign, to stay away between August and December.

| The limitations of this dataset |
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* The limitations of this dataset are that there needs to be a clear-cut explanation of what people are offering as a business idea, there needs to be more technical data for topics that are comparable, are people creating apps for theater, or are people knocking on doors and giving performances? the data that shows how practical someone's idea is will give us a better scale to put about what was successful, what was impractical, and what was just a failure, again someone could have had a practical idea and it correlated to a successful topic but they had poor marketing skill. The limitations of this dataset are vast and not just the obvious reasons stand out to me, but the fact that we may always need to understand why an emotional person is supporting a cause and if they would support that cause day later due to emotional changes.

| some other possible tables and/or graphs that we could create, and what additional value would they provide |
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Other tables could include the age of the crowd funder and the age of the investor, we could have a graph that shows most people in their 40s receive the most money, or we could have a table of those that included a business plan and those that didn’t or those that had a concise elevator pitch and those who pitched over 7 mins. My examples would provide a sense of who is investing because they are sold on the person and their experience/preparedness and whose campaign could be revamped to include successful practices.