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Cyber Skill Center

Data Analytics

Crowdfunding data analysis

Given the provided data we can conclude that categories dealing with the Arts (Music, Theater, Film & Video, crowdfund more than any of the other categories, and their success rate is almost 50%.

We can also conclude that crowdfunding campaigns with a goal greater than 50000 backers will fail more often than they succeed.

Lastly we can conclude that crowdfunding campaigns seem to be less successful during the fall and winter months.

The limitations of the dataset are that we don’t know the demographics of the people funding the campaigns. We have a filter by country, but there are many people of different backgrounds in every country with different income levels.

We could create graphs for each individual parent category per country to try and see which country funds more of each parent category or sub-category by year. It might provide a clue as to the economic activity in that country in a particular year. If people had more disposable income in a certain year it might indicate a healthy economy during that year.