Module 1 Challenge: Crowdfunding Report

# Main Conclusions

Between 2010 and 2020 The highest-frequency campaigns were Theatre, Music, and Film & Video.

* Theatre had 344 campaigns of which 54.4% were successful – all of these were plays.
* Music had 99 campaigns of which 56.6% were successful – rock music was the most frequent category.
* Film & Video had 102 campaigns of which 57.3% were successful - documentaries were the most frequent category.

The month between 2010 and 2020 with the most successful campaigns was June, and the year with the highest % of successful campaigns was 2017 with 67% of the 103 campaigns being funded.

The highest % of Failed campaigns was in games with 47% of the 48 campaigns not reaching their funding goal. This was more noticeable in mobile games where 61.5% of the 13 campaigns failed.

# Limitations

* There are only 1000 rows of data which is a small sample for data which is spanning 10 years, There is no data past 2020 meaning it is not possible to look at the most recent trends.
* The percentage funded column giving failed or successful is limited as there are some which achieved 99-99.9% which have come up as failed – for example, 598 was only 25 below its 7900 targets so classifies as failed but it is likely the project was still able to go ahead.
* The goal and pledges are numerical only and are in a variety of different currencies, so it is not possible to compare across all the different projects without converting the goals/pledges to a common currency.
* We have no additional information about how these campaigns were marketed and what kinds of exposure they had, which would determine how likely they are to get funding.

# Additional data

* After converting the goals and pledges to a single common currency it would be possible to make a table comparing the average donation by country – which would provide an idea of which country you were most likely to get a high donation.
* You would be able to break down funding by project type/category and look at the averages for the pledges obtained by successful projects similar to yours, which would provide a guide about what would be an appropriate goal to set funding requests.
* You could also produce a table showing how far away failed projects were from their goals to support with calculating the appropriate goal.