Crowdfunding Data Analysis Initial Thoughts

Initial data analysis of 1,000 crowdfunding campaigns draws the following three conclusions:

1. In our given sample, **more campaigns were successful than failed**:



**56.5%** of crowdfunding campaigns were successful.

1. **Plays** were the most crowdfunding campaigns, accounting for 34.4% of all submissions:

A screenshot of a graph

Description automatically generated

1. Historically, the most successful **Months** for starting a campaign are JUN-JUL, with the least successful month being AUG:

A graph with red green and yellow lines

Description automatically generated

1. A few limitations with the data set are:
   1. Sample Size – only 1,000 campaigns.
   2. Missing Data – what rewards were offered in each campaign? Would the inclusion of this data help explain the Outcome results?
2. Additional tables or graphs that would have been interesting:
   1. Did being a “Staff Pick” influence the success of the campaign? Perhaps slightly, as 57.14% of staff picks were successful vs. 56.47% successful without that designation:



* 1. What were the most successful categories by percentage of success? Using conditional formatting on this chart helps illustrate that Journalism was a perfect 4 for 4 on successful campaigns, followed by Technology and Photography. Theater has the most quantity of successful campaigns, but with a 54.4% success rate was actually third from the bottom.



* 1. It also might be interesting to see if crowdfunding outcomes have been more or less successful over time:

