**CROWFUNDING REPORT**

1. **CONCLUSION**

Based on the data from the outcome by the category, the highest number of successes is the Theater campaigns which is 187 campaigns. Although this category has a substantial number of failures (132 campaigns), the figure indicates supportive and engaged audience for it. The second conclusion is that Music and film &video categories are popular, which are 175 campaigns and 178 campaigns respectively. However, a significant number of failures is spotted for these categories. This shows they might struggle to meet the goal. Finally, journalism campaigns are the least popular among all categories, which are only 4 campaigns. This indicates that this category is not widely supported by the population. Surprisingly, all 4 campaigns were successful.

1. **LIMITATION**

There are some limitations of this dataset, and the most common is the context. In this case, the context could be the strategies of each campaign, because a good strategy can contribute to the success of a campaign. The next one could be the sample bias. Crowd funding trends and success rates can vary over different platforms used for funding. Finally, it is indisputable that the Outcome categories are limited. This can be exemplified that the campaigns might not meet the funding goal, but they could achieve a level of success by raising partial funding.

Based on the limitations above, some suggestion would be:

1. Context: we might need strategy categories which describes the strategies, the quality of the idea
2. Sample bias: we could have 1 more category called platform. This is the crowd funding platform used for each campaign. Because each platform has its own popularity, rules, and success rates, it could be crucial to the funding program.
3. Outcome categories: this category may need to be considered as successful by just having partial funding. This could be over 70% instead of 100%+ as given in the dataset.
4. **Graph/Table Suggestions**

The first table I would suggest is counting outcome by country. This can give people more depth about how each campaign successes. This can help determine whether campaigns in certain regions have higher success rates. The next one will be a table according to the time stamp. This may give us the ability to analyze the trend by the time, including seasonality and changes in success rates across years or months. A table about the campaign duration is another suggestion. This table will provide an insight into whether a shorter or longer duration gives a better successful rate. The last table could regard to the funding goals. As the same information as the campaign duration table, this will give an insight into the success rates based on the funding goals.

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