Crowdfunding Analysis

Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. Theater, film & video, and music are the biggest crowdfunding categories while journalism is the smallest followed by photography and food. When removing journalism, due to its minute level of crowdsourcing counts, technology has the highest success rate (67%) followed by photography (62%) and publishing (60%). Theater, film & video, and music had respective success rates of 54%, 57%, and 57%. Theater’s only subcategory is plays which account for 34% of all crowdfunding and makes up 33% of all successful campaigns.
   1. It seems that the arts are having the most success.
2. Diving deeper into sub-categories of film & video, documentary, drama, and animation are the biggest sub-categories and have respective success rates of 57%, 59%, and 62%. While for music, rock and indie rock are the biggest cohorts with success rates of 58% and 51% respectively.
3. Successful campaigns tended to have lower goals across all categories and sub-categories. An insight would be to temper clients’ lofty goals and be realistic about what can be achieved. Also, successful campaigns had more backers.
4. To sum up, target the arts, moderate client crowdsourcing goals, and seek a high number of backers.

What are some limitations of this dataset?

* Some of the categories and sub-categories counts were too small to offer any insight
* For each campaign it would be nice to have monthly data to track seasonality and see where funding ramped up, peaked, and fell in the context of successful campaigns vs. failed campaigns.
* The data lacked the charges for the crowdsourcing service. Revenue, P&Ls, and other KPIs would be ideal to run against other metrics in the dataset; a question that comes to mind is what were the most profitable campaigns for the crowdsourcing platform and business?

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* A scatter plot would show clusters of successful and failed campaigns to see the relation between high goals and lower goals concerning pledges surpassing or not surpassing goals
* A 100% stacked bar chart better shows how campaigns with lower goals outperformed those with too high of goals
* A spider chart might be a good way to show success and failure among the categories and subcategories; it is just another option to a bar chart