**Crowdfunding Analysis Report**

1. Three conclusions that can be drawn about crowdfunding campaigns are:
2. The highest number of successful campaigns are launched between June and July and dip in August.
3. The greatest number and the most successful campaigns overall, as well as for most individual countries, are launched in the Theater category.
4. Within the theater category, the sub-category of plays makes up the greatest number of campaigns and greatest number of successful campaigns.

This could be attributable to the popularity of summer stock theater productions or perhaps there is more crowdfunding taking place among young people in the summer when there is school vacation.

1. One limitation is that the dataset only focuses on 7 countries. The countries’ names are abbreviated. In looking up the abbreviations, I determined that the 7 countries are: Canada, the U.S., Australia, Denmark, Great Britain, Italy, and Switzerland (CH). It would be good to get data from a wider range of countries and perhaps break it down by region. According to *Crowdfunding Industry Market Update 2023* (<https://p2pmarketdata.com/articles/crowdfunding-statistics-worldwide/>), almost half of all crowdfunding platforms in their database are based in Europe. However, by investment volume, the U.S. exceeded the entire continent of Europe. The U.S. accounts for over 75% of the data on this spreadsheet which may be skewing the results. Perhaps, the U.S. should be analyzed separately.
2. A table based on the size of the funding goal would be useful to determine whether smaller or larger campaigns were more likely to be successful. Also, a table that looks at duration of campaign might be useful to determine if longer or shorter campaigns were more likely to be successful. According to Rhode Island Small Business Development Center’s *Crowdfunding: 11 Elements of a Successful Crowdfunding Campaign* (<https://web.uri.edu/risbdc/old-blog-page/crowdfunding-11-elements-of-a-successful-crowdfunding-campaign/>), campaigns that get at least 30% of funding in the first week are more likely to be successful.