**Crowdfunding campaigns 2010-2020**

Crowdfunding campaigns have become a popular way for individuals and businesses to raise funds for their projects and ideas. Looking at the data from 2010 to 2020, we can see that there were varying levels of success among the campaigns.

In 2019, the highest number of crowdfunding campaigns were recorded, with 108 campaigns in total, 68 of which were successful, 36 were unsuccessful, and 4 were canceled, reflecting a success rate of 63%. However, in 2017, the highest success rate of 68% was achieved, with 96 campaigns, of which 65 were successful, 26 were unsuccessful, and 4 were canceled. 2020 had the highest failure rate of 60% with only 2 out of 5 campaigns being successful, while 2010 had the most canceled campaigns with 13 out of 106.

According to figure 1, in the 10 years of data, it can be determined that the months with the highest campaign of success are from May to August, while the months with the highest number of failures are from August to November. Furthermore, the month with the highest incidents of canceled campaigns was August with a total of 8.

**Fig. 1:** Monthly Crowdfunding campaigns 2010-2020

The United States had the highest number of crowdfunding campaigns (763) with a success rate of 57.14%. Audio, Metal & Word Music had a 100% success rate, while mobile games & science fiction had the highest failure rate of 64%. Australia had the second-highest success rate of 56%, with the least successful campaign being radio & podcast. Switzerland had the lowest number of campaigns (23) with a 52% success rate and 26% failure rate, with animation, jazz, nonfiction, radio & podcast, shorts, and wearables having the most successful campaigns.  
  
Audio and World Music had the most successful campaigns in the seven countries, while Science Fiction had the least successful campaigns with a failure rate of 64%. Plays were the most common campaigns, with an overall success rate of 57%. (Fig. 2)

**Fig. 2:** Crowdfunding campaigns type 2010-2020

In Figure 3, the most successful campaigns were those of Journalism with a 100% success rate, while the least successful were those of Games with only a 44% success rate. The most common campaigns were made through Theater, followed by Film & Video, both with a 57% success rate.

**Fig. 3:** Main Crowdfunding campaigns classification 2010-2020

Finally, Figure 4 shows that the best results are obtained in the ranges of 15000 to 19999, 20000 to 24999, and 30000 to 34999, with a 100% success rate, while the range with the highest failure is between 10000 to 14999, with a 56% failure rate.

**Fig. 4:** Outcomes based on Goal 2010-2020

After analyzing the data, we can draw three conclusions. Firstly, the year with the highest number of campaigns is 2019, with a total of 108 campaigns. However, the year with the highest success rate is 2017, with a rate of 68%. Secondly, the months with the highest success in campaigns are from May to August, while the months with the highest number of failures are from August to November. Lastly, the most successful campaigns were those in the ranges of 15000 to 19999, 20000 to 24999, and 30000 to 34999, with a 100% success rate, while the range with the highest failure is between 10000 to 14999, with a 56% failure rate.  
  
Additionally, we can observe that the United States had the highest number of campaigns, with a total of 763, and a success rate of 57%. However, campaigns with the highest failure rate were done through mobile games & science fiction, with a 64% failure rate. Switzerland was the country with the lowest number of campaigns, with a total of 23, and a 52% success rate. Its most successful campaigns were done through animation, jazz, nonfiction, radio & podcast, shorts, and wearables.  
  
Moreover, the most successful campaigns were those of Journalism, with a 100% success rate, while the least successful were those of Games, with only a 44% success rate. The most common campaigns were made through Theater, followed by Film & Video, both with a 57% success rate.   
  
In conclusion, the success of crowdfunding campaigns depends on various factors such as the year and month in which they are launched, the country where they are conducted, and the type of campaign. Those are part of the limitations of the dataset. Therefore, it is essential to thoroughly analyze the data before launching any crowdfunding campaign to ensure its success.

To support the data, I could create different graphs including campaign percentage of successful, failed, canceled, classified by country and by years. That way we can have a better view of which campaign works in every country.

**Statistical Analysis**

There is greater variability in successful campaigns, which indicates greater heterogeneity in campaigns that can be successful. Which makes sense since the campaigns must be customized by country and according to the trend of each year. On the other hand, the data set is best summarized using the mean because it gives us a better approximation of the amount of success or failure we are having in the campaigns.