



CROWDFUNDING STATIC REPORT



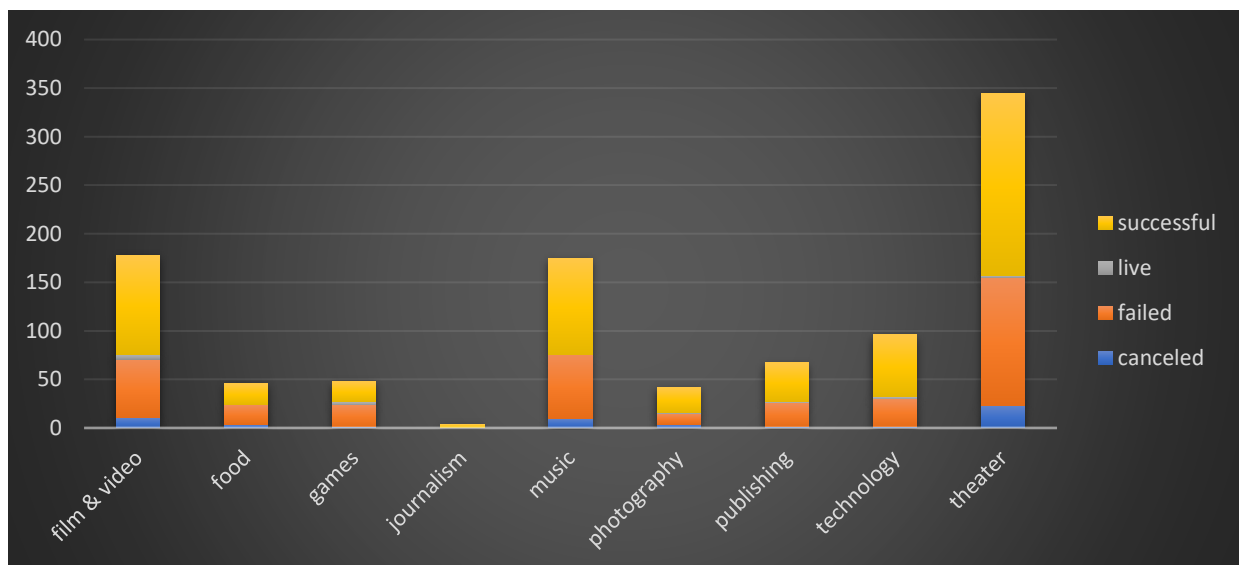
MARCH 7, 2023

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

A quick look at statistics indicates that, overall, 56.6% of participants in the crowdfunding campaign were successful, while 32% failed.

Based on the data presented in the following table, which is based on the parent category (see fig.1), it can be concluded that discounting the journalist category due to its small sample size, the film & video and music categories had the highest success rates with 57% following closely behind the theater category played second in the term of the success rate and the highest failure rate belongs to the game category. Additionally, it is worth noting that the theater category had the highest number of applicants at 54% while the journalism category had the lowest number of participants accounting for only 14% of the total sample. Lastly, the table demonstrates that photography had the highest cancellation rate among the categories at the 10%, while journalism had the lowest cancellation rate at 0%.

Figure 1



Upon reviewing the second table by subcategory data, it can be inferred that the place with 34.4% had the highest audience, while the world music category with 0.3% had the lowest audience. The highest success rate, excluding audio and word music due to their limited sample size, was observed in the web group with a 70.59% success rate. On the other hand, the mobile group had the lowest success rate of only 30%. After analyzing the data, it was discovered that the science fiction category had a failure rate of 64.29%, which was the highest among all categories analyzed. Furthermore, the television category had the highest cancellation rate with 17.65% of its programs being canceled. the group that stands out in this chart is the Plays group. As previously mentioned it had the highest number of applicants by a significant margin. it can be concluded that the group achieved a satisfactory result with the success rate of 54.36%.

Figure 2

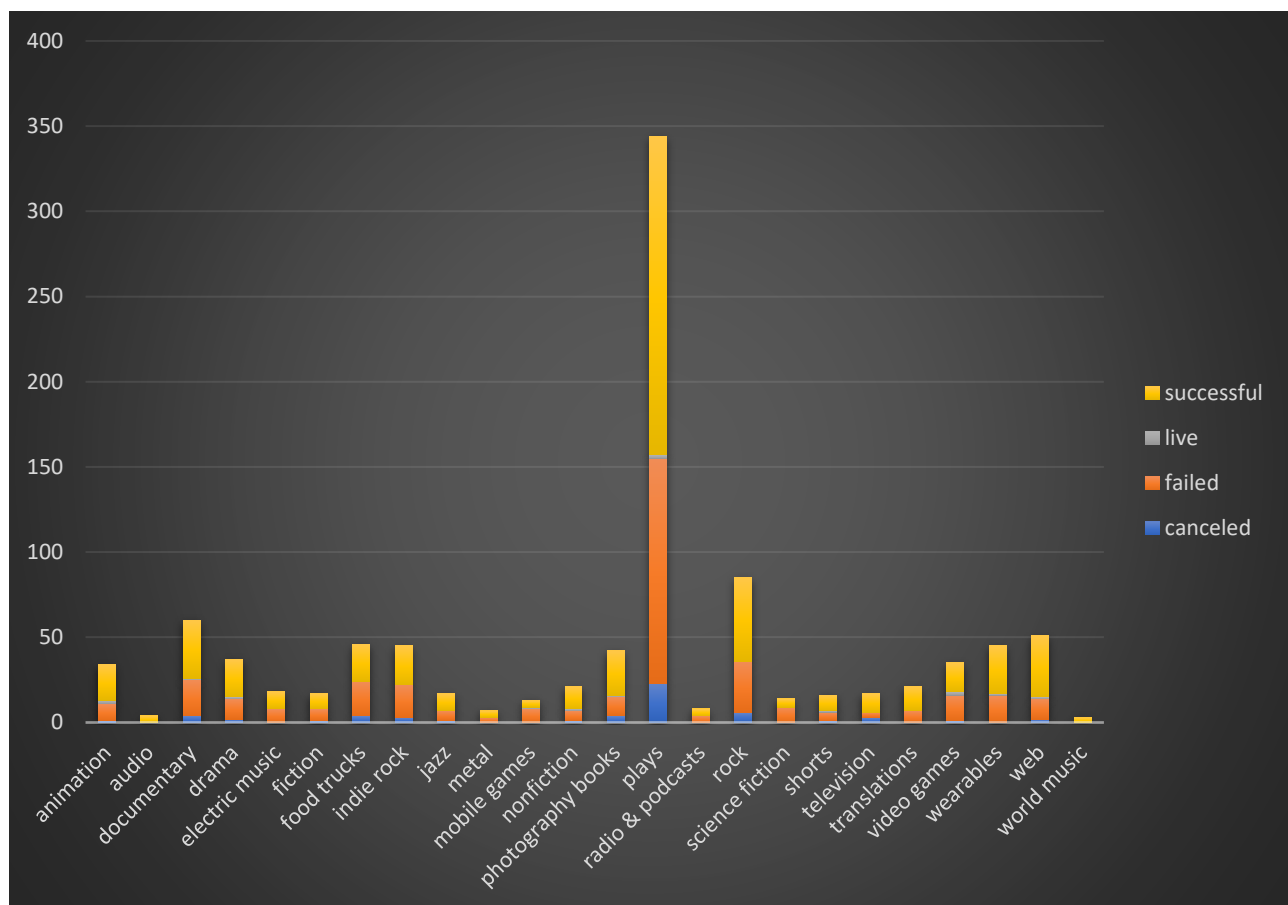
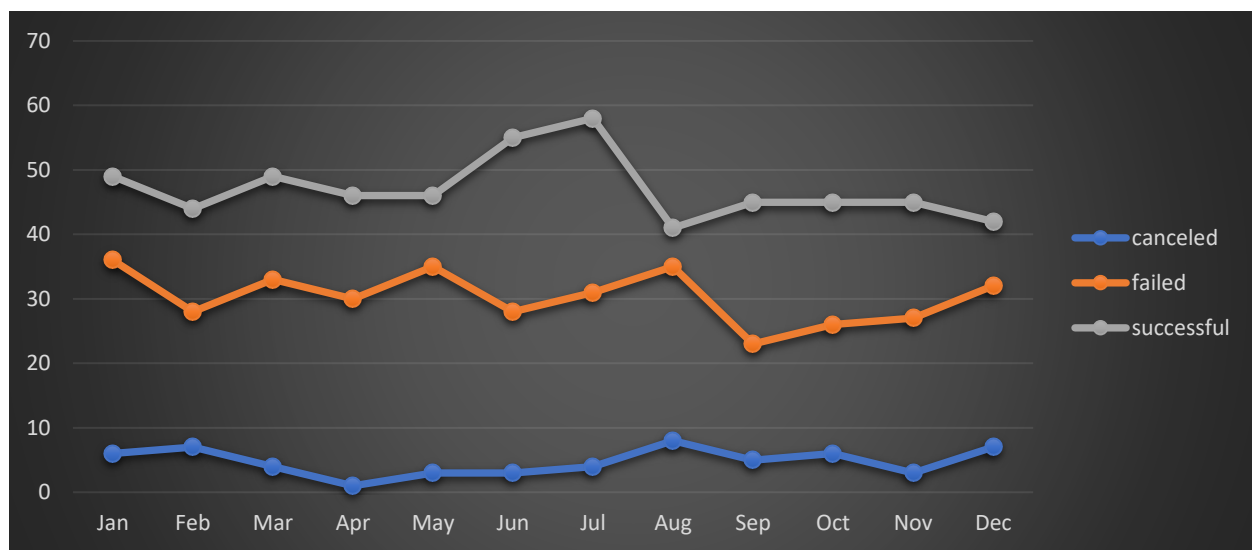


Figure three illustrates the correlation between the launch date and the success of campaigns across nine categories between 2010 and 2020. The line chart reveals that most months had a higher number of successful cases compared to cancelled and failed cases. However, there were a few exceptions, such as August and December, where the number of cancelled or fake cases was relatively higher. The success rates varied across the months, with June having the highest success rate (63.95%) and August the lowest (48.81%). Furthermore, the failure rates also exhibited some variation from month to month, with the lowest rate being in September (26.67%) and the highest in January (42.86%). Nevertheless, the differences between the rates were not particularly substantial. It's important to note that these trends were observed across all nine categories.

Figure 3



2. What are some limitations of this dataset?

It's important to note that this data set doesn't include any statistics from 2020 till 2023, which means it's not up to date. Additionally, there could be other factors beyond the month of starting the campaign that might have influenced the success rates. Therefore, a more in-depth analysis would be required to identify any significant patterns or trends.



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

1. Explore the correlation between campaign goals and outcome results.
2. Investigate the relationship between campaign goals and the pledged amount.
3. Analyze the relationship between the country and the outcome results.
4. Examine the number of campaigns per country.

