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| June 14, 2023 |

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| Crowdfunding Analysis Report |

# Summary

Using the data from the Crowdfunding Analysis I have drawn three conclusions. First, two major factors contributed to whether a campaign may fail or succeed. Campaigns that had a goal within just below $15,000 and just under $50,000 were more likely to succeed than campaigns with goals outside of that range. Campaigns also tended to succeed more during June and July, while also failing less. Finally, what the crowdfunding was for would also affect whether it would succeed or fail. Theater, film, and music together made up over half of the total successful campaigns.

1. Asking for too little or too much money is statistically likely going to end in failure of the campaign.
2. During the middle of summer backers are more likely to support a campaign.
3. Crowdfunding campaigns for entertainment purposes are drastically more attractive to backers than any other type of campaign.

One of the limitations of this data set is that we do not have data regarding how backers contributed to a campaign. Was it through a website, in person, over mail? Without this it is harder to interpret why certain campaign had the outcome they did over others. Another limitation was the lack of data regarding dates. There were start and end dates, but all I can do with that data is tell you that early to mid-summer campaigns succeed much more and the rate of failures drop. No extra data to help me track why that is, all I know is that it is.

An additional chart I would start with is a pie chart that is split into categories based on genre (theater, tech, food, etc.) with the total number of successful campaigns as the value. This would quite effectively show how each genre compares to the other, and it would visually show just how much more successful theater, music, and film are compared to the rest.