**Crowd Funding Campaign Sample Analysis**

Thrive in technology has made possible for different crowdfunding platforms like Kickstarter and Indiegogo to gain popularity and people from different countries are able to contribute in it. These platforms have made possible to encounter human crisis; be it supporting the medical needs of Ukrainian civilians or providing relief to the people in Turkey and Syria who were displaced due to earthquake. People/small businesses utilize this platform to raise funds to start a new business or achieve their goals. However, not all projects are successful.

The analysis of the 1000 sample projects makes it clear that there are hidden trends that contribute to the success of the campaign. Analyzing the data, out of 1000 only 565 projects were successful. 33 % of the successful projects were in the category of theater, 18% in Film & Video and 17.5% in Music. These were the highly funded successful projects that constitute a total of 68.5% in terms of category. While other 31.5% of successful projects being food, games, technology, publishing, photography and journalism.

Analyzing the data in terms of month, it is seen that there is an upward movement in the line graph from the month of May reaching the peak in July and declining sharply thereafter for successful campaigns which could mean that projects launched in Summer have higher chances of succeeding per parent category.

In terms of goal, the projects with a goal range of 15000 to 19999, 20000 to 24999 and 30,000 to 34,999 are 100% successful. The projects with a goal range of 50000 and above has less chance of success given that 53% of the projects have failed.

Although these sample projects give a lot of information, there are however certain limitations. The sample size is limited to 1000 only. While the projects that has a goal from 1000 to 4999 and from 5000 to 9999 have large number of projects successful but they are 83% and 52% successful respectively in comparison to the 100% successful projects that have very less number of projects. These projects are funded from 7 different countries and the demography of these countries vary a lot given that some are very large countries while some are small in terms of area and population. So comparison would be bias in terms of country that funded the most given that US being a large country with a big number of funding for successful projects. Comparison becomes biased in terms of goals or category or any other item since the projects are not evenly distributed in terms of goals or categories. There are still live projects in the sample, and we cannot determine if they are successful or not. Another thing is this data also does not provide what age- group funded the projects mostly.

In addition to the existing pivot table and pivot chart, we could add a pivot table and pivot chart in terms of parent category and average donation to determine how much donation is made on each parent category filtering it with the value based on outcome. We could create a simple bar graph per country and number of backers to determine and compare the number of funders from each country.

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