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Crowdfunding Analysis

After analyzing the data, three conclusions that can be made are: the months of June and July are the best times to start a crowdfunding project, since they have the highest number of successful projects. Plays are the most popular crowdfunding projects with the most successful projects overall. Technology projects have the best percentage rate of success.

One limitation of the dataset is the sample size of journalism being only four projects. There isn’t enough data to analyze. Also, there wasn’t any data collected if the project was frontloaded, which increases the chance of success. If 30% of the overall goal is collected during the first week of when the project goes live, it has a much higher rate of success (Fundable). This data set does not show other beneficial data such as personal videos shown that increases the funding by 150%. Showing supporters, a funding goal thermometer increases individual giving by 35%, and whether the campaign continually updated the community, which increased 126% more funding than campaigns that did not update (Mazur, Caitlyn). This data would help determine other factors that should be considered when operating a crowdfunding project, since they increase the amount of funding and the success rate.

Other possible pivot tables and charts would be a success rate percentage of each category to quickly identify which have the highest success rate. Analyzing this data could show the safest project to invest in or to launch. This could be displayed on a stacked bar graph with the percentage on the y-axis and the category along the x-axis. Also, a pivot table and chart that showed the amount of successful, failed, and canceled projects according to the percent funded. This would show which types of projects received the best funding. In addition, a bar graph would have been easier to analyze the goal funding data for the successful, failed, and canceled projects instead of a line graph.

After, analyzing the data for successful and failed projects, the mean is the most beneficial data in this case since, it will show the average amount of backers that funded projects. , If a project were to fail and the number of backers were lower than the mean, then it would be a starting point to see why the funding wasn’t successful. An analyst could research if they showed personal videos, frontloaded the project, or any other action that could have been taken to increase their success.

The variability is greater in successful projects because of the disparity of backers. There are some successful projects that had 16 backers while some had over seven thousand. Especially, when you compare the minimum or maximum backers to the mean, the difference is larger. The standard deviation is larger than the unsuccessful projects that shows successful projects had more variability. The reason why this data shows true is because smaller projects that required less funding were able to achieve the necessary funds with less backers and still be successful. While larger projects that required more funding needed more backers to be successful. The projects that failed stopped gaining new backers to support them or were not able to convince the existing backers to give more funding.

Works Cited

*Crowdfunding Statistics*. Fundable. (2022). Retrieved December 17, 2022, from https://www.fundable.com/crowdfunding101/crowdfunding-statistics

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