**Crowdfunding Report**

Summary:

From the data we can conclude that Technology, Music, and Film & Video are the most successful campaigns, and Web campaigns specifically are the most important subcategory. The best time to launch a campaign would be at the beginning of June and have it end before August.

Discussions:

The data suggests the category that consistently attains its crowdfunding goals is theatre. However, this is only when we look exclusively at the number of successful campaigns and not when we take into consideration the total number of campaigns and make comparisons between them. When using this method of analysing the data we are able to better understand what campaigns are successful in a more proportional manner in this case it would not be theater as almost half of its total campaigns result in either failure of cancellation. Using the stacked bar chart, we are able to better see visually what categories are proportionally the most successful, these would be Technology, Music, and Film & Video. As these categories have the highest ratio of successful campaigns in comparison to their total number of campaigns. It is worth noting that the category of Journalism does technically have a 100% success rate however as the sum of campaigns is only 4 this data is insufficient to definitively say that this is the most successful form of crowdfunding.

When breaking these categories down further into the subcategories we are better able to understand what exactly makes for a successful crowdfunding campaign. Despite the overwhelmingly popular choice of plays as crowdfunding campaigns in comparison to other campaigns, it holds an almost 50% chance of failure. Thus, the option of plays as crowdfunding campaigns may not be the securest option when trying to ensure a successful campaign. Yet by virtue of the success to fail ratio Web campaigns seem to be the most promising subcategory.

The pattern that is produced as a result of the months in which campaigns are launched and how that relates to its success are clear in the given data. The Summer months of June and July show peaks in success rate, these rates being around 62-63%. However, these two months are both preceded and followed by a dip in the months of May and August, where the rates drop to 54.8% and 48.8% respectively. Across the remaining 8 months the rates fluctuate between the range of 51% to 61%. The lowest rates during the months January and December, likely due to the increased expenses related to gift-giving which consequently may lead to a reduction in available funds for such campaigns.

However, the findings from this dataset may not be completely reliable for a number of reasons, one being that the number of campaigns launched are not in similar number to each other, e.g. 4 campaigns total for journalism whereas there have been 344 launched campaigns for theatre. The issue with this is it renders the information provided about the category of journalism almost useless, as the number of launched campaigns is too small to allow for valid or accurate comparison between the successes of said categories.

Another limitation may be that the dataset contains an excessively large breadth of data, there is data covering a decade worth of crowdfunding campaigns from all over the world that can be split into 9 categories and then down further into 23 subcategories, and all had a different length of time of which they were live. This level of information within the data makes it difficult to interpret as to why certain campaigns may be more or less successful, as there may be a wide array of possibilities. However, this may instead be seen as a positive as it provides a better representation of actual success rates.

Other possible analysis:

We could make tables/ a graph to separate countries to see if location has an impact on success rate, and what exact categories are most successful where in the world. This would provide, into whether the trends pointed out above apply on a global scale or differ country to country.

We could also make a graph to show how the time the campaign is live correlates to success rates, are longer campaigns or shorter campaigns more successful. This could provide further information for an entity so that they may decide what will ensure the highest possible success rates.