Crowd Funding Report

# Background from provided data:

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects to discover “the trick” to finding success.

# Objective:

You will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

This Excel Analysis of 1,000 past Kickstarter projects is used to uncover hidden trends by examining the funding process and success rate.

# Conclusion:

* Given the data provided, generally Kickstarter projects are more likely to be successful than to fail or get cancelled. Kickstarter in **film & video, music and theater** have highest success rateand **food, games, publishing and photography** have the lowest success rate.
* If we could analyze the data by states, we could find trends in which states have Kickstarter with highest rates of success and which ones have the lowest rate of success.

Chart, bar chart

Description automatically generated

# Limitation:

1. This dataset is not large enough for all categories and subcategories, so some of the result is not statistically relevant.
2. A variety of companies should be analyzed to get significant insights and conclusion.