Analysis of Crowdfunding

1. When it came to the term crowdfunding, I wanted to find a definition first: “raising money or funding a business by getting small amounts of capital from a large number of people” (Smith, T. James, M., Li, T, 2022). One conclusion I can draw is never assume one category is going to be more successful than the other. When analyzing this data set, theater was the most successful compared to a broad range of categories such as film, music, and technology. Before analyzing the data, my hypothesis was music and film were going to be the most successful. Another conclusion is a crowdfunding campaign can be a hit or miss. Some campaigns never had a chance when it came to gaining capital, and other campaigns dominated. One last conclusion is that campaigns can seem to do well, or not do so well depending on the timeframe. For example, I wanted to see how the success and fail rates were when it came to the month and year from this data set. In earlier years from 2011-2016, the success rates started picking up in June/July, but in later years (about 2017-2020) success rates seem to fall around July. This data set and how crowdfunding works was a very interesting analysis.
2. There were some limitations of this data set from my analysis. One limitation was currency. When it comes to different countries, the US currency compared to Australian currency per say can be dramatically different. Another limitation is the length of the campaign could be irrelevant to the data set. When doing the date conversions, some campaigns lasted a week or less. Whereas some campaigns lasted a month or more.
3. There are a couple graphs/charts that would have worked well with this data set. One chart I would recommend is the clustered column or bar chart. You can get a more precise and clear view of the success/fail rates as well as the categories on that type of graph. Another graph that would be useful would be a histogram. The downfall is this graph can’t formulate with a pivot table, but the graph would give a view of the categories and the success/fail rates in a way where you can interpret more of the analysis by month and country.

Reference:

Smith, T. James, M., Li, T. *Crowdfunding: What it is, How it Works*. Investopedia.com/terms/c/crowdfunding.asp