Crowdfunding Data Analysis Report

# 1. Key Conclusions

• Campaigns with lower goal amounts (especially under $5,000) tend to be far more successful. The data shows that success rates drop sharply as the funding goal increases.

• Certain categories like Theater, Dance, and Comics consistently show higher success rates. This suggests that community-driven or creative projects resonate more with backers.

• There is a wide variation in the number of backers and the average donation amount. Campaigns with fewer backers can still succeed if they raise more per person, and vice versa.

# 2. Limitations of the Dataset

• The dataset includes a significant number of older campaigns, and crowdfunding trends may have shifted since then.

• Important success factors such as video quality, campaign description, marketing strategy, or social media presence are not included.

• Some categories are broad and may contain projects that vary greatly in scope and intent, making generalization harder.

# 3. Additional Tables and Graphs That Could Help

• A time-series chart of campaign launches over the years could reveal patterns or seasonal trends.

• A heat map showing success rates by country or region, if location data were available, would add valuable geographic context.

• A backer engagement chart comparing number of backers to average donation could highlight different funding strategies.