

# Crowdfunding Report

In this project we looked at a series of crowdfunding projects for a multitude of categories. The 1000 projects covered most aspects of hobbies and careers that are found across multiple countries. With this data we are able to draw several conclusions. First is that the most common project falls into the theater category. Many theater projects, mostly plays, are asking for crowdfunding most likely as a result of how difficult it is to break into mainstream theater. Even though theater is the most common project, the highest success rate is found in web projects with a success rate of 70.5%. This is 10-20 percentage points higher than any other category of project. Finally, there is no strong correlation between the month that a project starts and if that project will be successful. While most projects were started in the month of July, followed by January, there was no strong relation with how the project will do in terms of crowdfunding success.

There are a few notable limitations on the data even though the bases of a crowdfunding project are covered. For example, there is no information on how the individual projects were advertised. Advertising is a powerful tool that can ensure the success of a project and the information regarding advertising is not present in this data set. Additionally, the region of country is not specified. For larger countries such as the United States regions can have an impact on projects. Lastly, while we have the conclusion of a project in terms of success or failure, we do not know what became of these projects after the funding was completed.

The best additions that could be added to this data set address the limitations of the data. First we could break down the country of origin to include region. This will show the concentration of project types and could show if different regions have different rates of project success. Second we could research how much advertising each project did outside of the crowdfunding website. Again, advertising is a powerful tool that should be reported in this data set. Lastly we could include an afterword on the projects. Projects that are labeled as successful by these data standards can still fail and projects that did not receive full funding could still move forward.

## Crowdfunding Report Conclusions

### 3 Conclusions:

Theater is the most common project

Web projects have the highest success rate

There is little to no correlation between month started and project funding success

### Limitations:

No advertising information

No regional information outside of country

No information on the afterword of project funding

### Additional addons:

Advertising information

Region/State origin

Project Outcome after funding