**Crowdfunding Report**

Conclusions:

• Within this dataset, crowdfunding succeeded roughly half of the time (565 successful campaigns of 1000, or 57%).

• Art-based campaigns such as theater, photography, and music were overwhelmingly the most frequent type of campaign attempted at 80% of the total. Of these, theater was the most frequent parent category of campaign, with actual productions of plays being the most common sub-category.

• Journalism was the most successful category, with 100% funding of all campaigns, but this was also the smallest category by far at only 4 attempts of the 1000 listed.

Limitations to Consider:

• This dataset is very small. It only considers 1000 crowdfunding campaigns over a 10-year span. Popularity is still growing, so one wouldn’t expect to see an equal distribution of campaigns over the decade sampled but given that Fundera estimates the number of crowdfunding campaigns in 2022 at 6,455,080 worldwide (<https://www.fundera.com/resources/crowdfunding-statistics>) this dataset must represent a very small fraction of attempted campaigns in that period.

• This dataset also only looks at campaigns from seven countries, as opposed to worldwide. For instance, no Asian, African, or South American countries are included in the sample and this could skew any results extrapolated.

Other Suggested Tables and/or Graphs:

• Since many people and companies give seasonally, it might be worth charting the rate of success of campaigns during holiday periods in sampled countries, such as November through December in GB, AU, & the US. I would use a pie or waffle chart if testing a single metric.

• Looking at the average donation by cause might also be helpful in determining how many donors would be needed over an estimated time period. This would probably work best as a bar chart.