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**Insights from Crowdfunding Campaign Data**

**Data-Driven Conclusions About Crowdfunding Campaigns**

1. An impressive 697 out of 1000 crowdfunding campaigns fall within the Film and Video, Music, and Theatre categories. This indicates that crowdfunding platforms are predominantly used by those in creative fields. For these platforms, it is advisable to focus business development efforts on aspiring entrepreneurs in the entertainment industry.
2. Campaigns with fundraising goals between 1,000 and 5,000 have the highest success rate, at 83%. These campaigns represent 33.8% of all successful campaigns in this dataset (excluding live campaigns). In contrast, campaigns with goals over 50,000 have a significantly lower success rate of 37% (114 out of 305). This is a marked decrease from campaigns with goals under $50,000, which enjoy a 66% success rate (451 out of 681). Interestingly, the success rate of campaigns with goals from 10,000 to 49,999 does not decrease linearly as the goals increase, although data for campaigns in this range is limited. From an entrepreneur's perspective, setting a goal within the 1,000 to 5,000 range offers the best chance of success.
3. Despite variations in exchange systems, trends in the most popular startup categories, sub-categories, and success percentages remain consistent across countries. It is notable, however, that US startups comprise 76.3% of all campaigns in this dataset, which aligns with population statistics.

**Dataset Limitations**

The dataset exhibits significant outcome bias and a small sample size for some categories. Most campaigns fall into a few key categories, diminishing the value of data on less represented categories.

The reasons behind campaign cancellations are unclear. Were these projects funded through other means? Did key project members withdraw, or were the projects simply abandoned? Cancellations in entertainment and media are common for various reasons, not just funding issues. Understanding the context behind these cancellations would be beneficial.

The dataset lacks context about the nature of the campaigns. Questions such as the stage of the startup process, previous startup involvement of key members, additional funding sources, and the seriousness of the project pursuits remain unanswered.

**Other Possible Tables, Graphs, and Their Value**

Given the dataset's skew towards creative fields, a pivot chart and corresponding graph detailing fundraising success (outcome success percentage) by category would be insightful. While the “pivot table subcategories” graph provides raw data within a broader context, a new bar graph focusing on success percentage would make the data more accessible.

Furthermore, a graph displaying success percentages by month offers valuable insights for timing a campaign launch for optimal results (see below).

