Crowdfunding Report

**Conclusions:**

1. Overall, most Parent Categories have a very similar chance of success as failure but with success usually outweighing failures, but not by a lot, in most cases. With the exception of Germany which appears to be very good at gathering backers for Theater and Publishing projects.
2. Web based projects appear to be much more successful at attracting backers than other types of projects.
3. Projects with a mid-range investment goal ($15K-$35K) appear to have a greater chance of funding success than projects outside of this range.

**Limitations:**

1. Data sample size. There doesn’t appear to be a large enough sample size within some categories to make informed decisions. For example, 100% of non-fiction publishing projects failed in Germany, so it would seem these are bad ideas. However, there was only one project. Conversely, globally 100% of Journalism projects succeeded, however there were only four.
2. We are unable to tell from the data provided how much effort was put into each campaign which can greatly affect the outcome.
3. It is important to remember this data is not a measure of success for the project once delivered. It is only a measure of success for the ability to be funded.

**Additional Information:**

1. I calculated the success percentage of the total number of campaigns, but it may be very helpful to have percentage successful information based on Parent Categories, Sub-Categories and Countries. For ease of evaluation these could be presented as individual bar graphs per country or by filter process.
2. This could then form a success:failure ratio filterable by County, Category and Subcategory.
3. A ‘probability of success’ factor could then be derived from this and reported as above. You could have High, Medium & Low probability predictions, based on determined ranges (perhaps determined by percentile groups) and then use VLOOKUP in a legend to allocate these tags.

**Statistical Analysis:**

1. There appears to be more variability in the number of backers related to successful funding than failed. This makes sense in that a successful campaign can result in considerable overfunding so it is possible that a project can garner many more backers than it needs.
2. But it is this fact that, (depending on what you are trying to determine), that would make the median number of backers per project more suitable for analysis. There are some successful projects that are well over 1000% funded and some unsuccessful that are 0% funded. Using the median negates the outliers of serious over or under backed projects.