**Challenge 1**

**Background**

The exercise included reviewing 1,000 crowdfunding campaigns and analyzing outcomes such as successful, failed, cancelled and live campaigns based on Goal amount, Pledged Amount, Backers Count, Country, Categories (Industry) and Sub-categories.

**Objective**

Attempt to understand “the trick” to finding successful campaigns.

**Analysis**

There was a total of 1,000 campaigns, of which 565 or 56.5% were successful. The review included the following analysis:

1. Outcomes by Parent Category
2. Outcomes by Sub-Category
3. Outcomes by Month
4. Outcomes by Goal
5. Outcomes by Backers

Analysis of the campaigns shows that the distribution of successful and failed campaigns was generally consistent across categories like industry, goal value, number of backers, and month. However, several outliers emerged:

* Categories such as Journalism, Photography, and Technology had a higher proportion of successful campaigns.
* Subcategories like Animation, Drama, and Publishing saw success rates exceeding failures by over 50%.
* Summer months had more successful campaigns, possibly due to increased outdoor activity and school closures, benefiting categories like Music and Film & Video.
* Most campaigns set goals between $1,000 and $9,999, with mixed outcomes. Success rates improved for campaigns with goals between $15,000 and $35,000, while the $10,000-$14,999 range saw the highest failure rates.
* Success rates also increased with a higher number of backers.

**Conclusion**

While this report provides a comprehensive overview, several limitations should be considered, such as the timeframes of the campaigns, beyond the month of launch, changes in economic conditions, market trends, media coverage or platform policies over time could affect campaign outcomes.