**Crowdfunding Analysis Report**

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# Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Given the data provided, a safe conclusion would be that crowdfunding is most prominent in the sub-category of Plays by a wide margin. 34.4% of all crowdfunding campaigns were Plays with the next leading sub-category being Rock with a meek 8.5% in comparison. This would be something important to consider as a beneficiary as this shows that the abundance of competition lies in this sub-category but may also indicate that there is a clear market for Play investors within crowdfunding. Upon analysis, it should be noted that 58.8% of the Film & Video campaigns are successful. This makes it the most successful category. While the data may not be complete, we can draw the conclusion that Film & Video campaigns tend to be successful. Speaking generally, Crowdfunding campaigns are more likely to succeed than cancel, or fail. Successful campaigns account for 56.5% of all campaigns within the dataset while unsuccessful campaigns account for 36.4%. Keeping in mind the restrictions posed by the dataset, it would be a fair conclusion to note that crowdfunding campaigns tend to find success often.

# What are some limitations of this data set?

The sample size is incredibly small and may be missing many important categories that help better explain the reasonings behind certain trends within the data. This limitation could be surpassed by collecting more, and more diverse data. Another important restriction would be the lack of explanation behind what each investor receives in return. An important part of crowdfunding is the return on investment, it may be merchandise, early screenings, a product, etc. This is important as it skews the information as an investor’s decision may be significantly impacted. A deeper dive into the sub-categories should also be thought about. For example, do comedy plays tend to be more successful than tragedies? Lastly, the funding goal is extremely relevant as to whether success is achievable and should be considered.

# What are some other possible tables/graphs that we could create?

Some great visualizations would be ones that outlines the relation between the monetary goal of the campaign and the success/fail rate and the relation between the amount of investment and the campaign goal. It would be beneficial to see graphs that benchmark what the data set would look like after barring certain categories of the information. For example, if we exclude the plays, sub-category from the current dataset, it will provide us with a clearer view of the comparisons to be made considering all the data would then have a much more similar sample size.