Crowdfunding Campaigns

Given the data provided, you can conclude that the Crowdfunding Campaign will allow you to see that this platform sees the most success with the following. The first major impact to whether it was successful is the category of the donor. For example, the theater, music and film raised the most money. Whereas journalism and food rarely met their pledged goals. Second you can see that the sub-categories were hand in hand with their categories and had great success. “Plays” had the most success within all categories. The las variable that played into the success of their pledge goal was the time of the year. You can see that July was a month where they were able to fund their goals and meet pledge goals.

Although the data gives you a large amount of the information you need to see the success of the platform it can also benefit from collecting more data from other similar platforms to compare success and failures of donors over a period of time.

The data can also give us some additional graphs that would compare countries and their success with their pledge and goals. You can also pull the percent funded compared to their categories. This can give you a good target area for future donor and category of who to target to find success with donors.