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Data Science Bootcamp

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CROWDFUNDING DATA ANALYSIS

1. **STATISTICAL ANALYSIS**

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| **Outcome** | **Successful** | **Failed** |
| **Mean Number of Backers** | 851 | 586 |
| **Median Number of Backers** | 201 | 115 |
| **Minimum Number of Backers** | 16 | 0 |
| **Maximum Number to Backers** | 7295 | 6080 |
| **Variance of Number of Backers** | 1603374 | 921575 |
| **Standard Deviation of Backers** | 1266.24 | 959.99 |

I believe that the mean number of backers better summarizes the data. As we can see from the table above, the successful campaigns had a much larger mean than the failed did. There are many more successful campaigns versus failed, and having many successful ones we are taking into consideration can skew the median to be a lower number. I believe that the mean is a truer representation of what makes a campaign successful rather than failed, as successful campaigns had an average of 265 more backers.

1. **CONCLUSIONS FROM THE DATA**

Overall, we can see that we have more successful campaigns rather than failed. Looking at the Outcomes chart I created, we can see that campaigns that were in the range of $15,000 to $34,999 had the highest success rate with 36/39 being successful. It is tough to say if this is the ideal range for a campaign with such a low sample, but from the data we were given this is the most successful range overall. Though the range of $1000 to $4999 was also highly successful with 83% being completed with a total of 191 being successful.

Out of all the countries the US by far has the most total campaigns having 763 out of the 1000 that were observed. The US had a success rate of 57% which was second only to Great Britain’s 58%. With that being said, I believe the US would be the best place to attempt a crowdfunding campaign, being that it had the second highest percentage successful with a sample that was over ten times bigger.

Looking at the categories of successful campaigns, technology appears to be the most successful. Out of 96 total campaigns 64 were successful, which is 67%. The only category that was more successful was journalism with 4/4 being successful. But journalism having a much smaller sample size, I would say that technology crowdfunding campaigns are the most successful.

1. **LIMITATIONS AND SUGGESTIONS**

There are a few limitations within the dataset. We do not know what fundraising sites the data was taken from. The data is only from a few countries. We do not know how the campaigns were promoted by the organizers. We do not know who the organizers of the campaigns are. If we were able to gather this information, we could have much more detailed statistics.

Some additional graphs we could create could be ones that look at the average donation by backers for failed and successful campaigns. We could look at the length of the campaigns for failed verses successful and see if that has an impact. We could create a graph to look at the standard deviations and see if there are any outliers in the data. We could add a percentage by category column or even make a graph of that to help demonstrate which categories and sub-categories are most successful so you do not have to look at the chart and do the math yourself.