Crowdfunding Campaign Report

The three conclusions I have gathered from this crowdfunding campaign: creators who initiated projects categorised under 'Plays' and 'Theatre' have experienced the most successes and failures. Most creators seem to gravitate more to projects under that category making it quite a challenge to stand out from the crowd, being 344 out of 1000. Given the data, it shows that there is a fifty-fifty chance of achieving popularity in this category. The trend that I have observed is that the less popular categories among creators tend to have a higher success rate. For instance, journalism/Audio only has four candidates; all four have succeeded. Just for further evidence, technology has 28 fails compared to the 64 successes. This dataset spans 10 years, and what I have observed is that using a crowdfunding platform has not been as popular as the years progressed, the last one during 2020 has unfortunately failed.

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| --- | --- | --- | --- | --- |
| **Category & Sub-Category** | cancelled | failed | live | successful |
| Play & Theatre | 23 | 132 | 2 | 187 |

The limitation of this dataset is that it is tricky to find the hidden trends in it because it covers a range of 10 years with data collected from 1000 candidates. This can make the information that is gathered unreliable and inconsistent because it means the success rate is based on the trends occurring during a particular year, again making the results relevant for that year, and causing outliers in this dataset, which can affect the measure of tendencies.

What I have gathered is that alternative ways to measure the dataset are by creating a table displaying the outcome of the crowdfunding for the year to have a clear view of the hidden trends gaining success and failure for the year. Additionally, using the boxplot chart function to find the outlier of the chart, which is also a helpful tool to find the hidden trends of the dataset.