Crowdfunding Data Analysis

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

Crowdfunding results can vary dramatically due to numerous factors. These can due to the seasons, the method of promotion or a lack of backer support. Overall crowdfunding is a new form of fundraising for a cause, a person or an idea and it will not be going away anytime soon. Based on the following report highlights, three main points arise.



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Parent Category | (All) |  |  |  |
| Years | (All) |  |  |  |
|  |  |  |  |  |
| **Count of outcome** | **Column Labels** |  |  |  |
| **Row Labels** | **canceled** | **failed** | **successful** | **Grand Total** |
| Jan | 6 | 36 | 49 | 91 |
| Feb | 7 | 28 | 44 | 79 |
| Mar | 4 | 33 | 49 | 86 |
| Apr | 1 | 30 | 46 | 77 |
| May | 3 | 35 | 46 | 84 |
| Jun | 3 | 28 | 55 | 86 |
| Jul | 4 | 31 | 58 | 93 |
| Aug | 8 | 35 | 41 | 84 |
| Sep | 5 | 23 | 45 | 73 |
| Oct | 6 | 26 | 45 | 77 |
| Nov | 3 | 27 | 45 | 75 |
| Dec | 7 | 32 | 42 | 81 |
| **Grand Total** | **57** | **364** | **565** | **986** |

1. January appears to be not only the worst month for crowdfunding, but also the best month, based on the above failure and success rate. The failure results could be due to a number of factors, but since this crowdfunding time was so close to the holidays, it can be possible that people either didn’t have the energy to complete a crowdfunding event or on the opposite end, people were still up for giving and carried this energy over to complete a crowdfunding event. It appears, the time of year is a consideration.
2. Reviewing categories it would appear as shown below, that technology did fairly well, not falling below a 3 during any of the months and rising to 8 on the other side. This giving area may warrant further investigation.

Technology line

Film and video also made a very good and steady effort in the crowdfunding arena and should be reviewed further as well, as is seen below.

Film & video

c) A third notation to review if a Crowdfunding effort is the number of backers for your crowdfunding effort. For the reviewed crowdfunding event, overall there were more than twice as many backers for a successful campaign, versus 213,164 backers for a failed campaign, but that number of backers for failed events is still very notable. An investigation should be done to review what was the reason for so many failed crowdfunding efforts. Was the goal just too high, was there not enough support, was the crowdfunding event or timing just off, these questions should be answered to avoid missteps and failure in the future.

This is a lot of backers for a Crowdfunding event to fail.

|  |  |  |  |
| --- | --- | --- | --- |
|  | successful | 226 |  |
|  | successful | 241 |  |
|  | successful | 132 |  |
|  | successful | 2043 |  |
|  | 565 | 480898 |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | failed | 92 |  |
|  | failed | 64 |  |
|  | failed | 64 |  |
|  | failed | 842 |  |
|  | failed | 112 |  |
|  | failed | 374 |  |
|  | 364 | 213164 |  |

1. What are some limitations of this dataset?

This dataset did not explore some of the reasons for the failed events. It would have been beneficial to find out why some crowdfunding in the $15,000-$20,000 range hit their mark consistently, but the $10,000-$15,000 range had problems.

1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* A matrix chart may provide a good visual to see which category (or sub-category) is offering notable results and may be worth pursuing further. Journalism did very well with only 4 crowdfunding events.

A screenshot of a computer

Description automatically generated



* Drilling down further into some of the information would be beneficial. Yes, there is information on Country, but what about state or city?
* I feel that many questions need to be asked regarding about their Crowdfunding giving or not giving. Some of these questions are regarding: why some crowdfunding campaigns failed, what were some of the specific reason people couldn’t or wouldn’t give? Did many people have the same reason and does that reason need to be addressed in the future? Were these objections or reasons something that could be overcome? What was their giving funnel for people (did they provide information first or just start asking for money)? Did they break any giving out by demographics (age, gender, income level, etc.)?
* Crowdfunding is fundraising and KPIs need to be set, but a plan on how to achieve those KPIs needs to be formulated.

Crowdfunding can be a great tool for raising money, but certain factors should be evaluated for successful events as well as failed events, in order to gain valuable information in the future. If a reason is not sought, then it will be unable to be determined why one event succeeded and one failed.