**Homework #1 Written Analysis**

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Based on data and analyses performed in document titled **Malinowski\_CrowdfundingBook,** smaller projects seemed to perform better. Projects with funding goals under $10,000 tended to achieve meet their goals. For instance, projects in the $5,000 to $9,999 range have a success rate close to 72%, while those in the $1,000 to $4,999 range have a success rate of about 65%. This trend suggests that setting lower funding goals might increase the likelihood of achieving them. In contrast, projects with larger funding goals—above $50,000—seem to be more prone to failure, with a failure rate of over 53% and a cancellation rate exceeding 9%.

When examining project success by month, it's clear that July sees the most successful outcomes, indicating it could be an opportune time to launch new projects. The success in June and July indicates that summer months may tend to have higher success, but more data may be needed as this information is not limited to the US and it is important to understand global consumer trends and spending.

By category, theater projects are a bit of a mixed bag: they have the most successful outcomes (187), but also the most failures (132) indicating there may be some critical factors going on behind the scenes that can play important roles in the outcome of a theater campaigns. Rock music and technology projects (like wearable tech and web-based projects) are doing well and with good success rates, indicating that these areas attract interest and funding. However, video games, mobile games, and food truck projects tend to fail more often, pointing to intense competition and high resource needs.

Limitations in the data include not converting all goals to the same currency. Results of comparing goals and amounts pledged can be skewed and interpretations incorrect if we do not account for differences in currency across the world. It would be helpful to convert all currency values to one universal currency before exploring the data. Additional information, such as prominent backers or a list of top 10% of backers for each project could point towards philanthropists with specific funding interests to reach out to for future campaigns.

Additional analyses could include:

1. Exploring average donation received by category – it would be interesting to explore which categories have the highest donation per backer.
2. Exploring category funded by year – it would be interesting to see patterns of fundraising over time. This could also be filtered by country and outcome to see how patterns vary globally.