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Crowdfunding Book- Analysis Report

1. *What are three conclusions we can draw about crowdfunding campaigns?*

* Crowdfunding campaigns in the category of Theatre were the most popular and most successful. Theatre projects are likely to meet their projected funding using crowdfunding.
* Overall, more crowdfunding campaigns are more successful than not. The majority of successful campaigns made above their goal and many beyond 200% of their goal. Thus making crowdfunding a good avenue to attempt to fund projects.
* The outcomes based on the year the campaign was launched was not significant from year to year. This shows that the popularity and overall success of crowdfunding campaigns has been steady over the 10 year period 2010-2020.

1. *What are some limitations of this dataset?*

* There is very little information about the campaign itself aside from the blurb and the funding information. What is the campaign offering to backers? Does the campaign already have a prototype? Is there a video demonstrating the campaign?
* The crowdfunding campaign defines its own category and subcategory. What definitions place the campaign into one category versus another? It can be subjective and therefore skew any data measured by categories.
* There is no information about the creators of the campaigns aside from their name. What other resources do they have for funding other than crowdfunding and does that influence the choice backers make to donate to the campaign?

1. *What additional tables or graphs could we create and what additional value would they provide?*

* We could create a table or graph to analyse the success rate of campaigns based on their goal amount. I would like to find if campaigns whose goal was less than $1000 were likely to be more successful versus campaigns $1000-$10000, and $10000 and beyond (for example, but could be divided up further). This would provide some insight into if the success of the campaign was based more so on the actual amount donated versus the percent of the goal. If a campaign is asking for less money, they may be more likely to be successful in achieving their goal compared to a campaign who asks for a large amount.