**Background**

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since they began in the late aughts. Everyone from indie creators to famous celebrities have used crowdfunding to launch new products and generate buzz, but not every project has found success.

Getting funded on a crowdfunding website requires meeting or exceeding the project's initial goal, so many organisations spend months looking through past projects in an attempt to discover some trick for finding success.

**Objectives**

Organise and analyse a database of 1,000 generated sample projects in order to uncover any hidden trends.

**Conclusions**

* The campaign results for this crowdfunding are as follows: successful (56.5%), unsuccessful (36.4%), cancelled (5.7%) and currently ongoing (1.4%).
  + Out of nine parent categories, the most successful campaigns are under theatre (33%), film and video (18%), and music (17.5%). While the least successful campaigns are in journalism (0.7%), games (3.7%) and food (3.9%).
  + In the unsuccessful campaign, the categories with least failure to reach the goal are in photography (3%), food (5.5%) and games (6.3%).
  + Interestingly, the categories for the most failed and canceled campaigns and are the same three categories of the most successful campaigns. Looking at this information, organisers can strengthen the fundraising activity to those categories with least success in the campaign (e.g. games and food) in the next crowdfund.
* The Launched Date Outcomes showcases the trend of campaign outcomes in 12 months of crowdfunding. Additionally, in this table, we can set the parent category and certain year to track the specific changes in the campaign.
  + During January to April, there is a similar steady trend for the successful and failed campaigns. However, during May to December, there is an inverse relationship between two outcomes.
  + It is highlighted that the most uptick of number of successful campaigns is in July. A month after, it is seen that there is a sharp decrease of successful outcomes and thus August is the month with the most unsuccessful campaigns.
  + Overall, the three outcomes of the campaign do not have any overlap with one another.
* In the Outcomes based on Goals, there are 24 total projects that achieved 100% success rate on this crowdfunding. These projects are from different Goal range: 15,000 – 19,999 (41%), 20,000 – 24,999 (29%), and 30,000 – 34,999 (29%).
  + There is almost an inverse relationship of two outcomes (successful and unsuccessful) based on the goals reached. Also, there are overlap points between them: 10, 000 – 14, 999 and greater than 50,000. These overlaps show there are more failed campaigns compared to the successful outcome.
  + All cancelled campaigns are under 10% in each goal range. Organisers can use this information to note

**Limitations**

* Sample size may be small to know the statistical significance (p-value) of crowdfunding on this dataset.

**Recommendations**

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

* Year – Country -Category
* Year -Outcomes

BONUS ANALYSIS:

Mean and Median are calculation in statistics that can determine the representative value of the dataset. In this exercise, there is a big disparity between the value of Mean in both campaign outcomes and thus, it showcases a skewed distribution of data. Median value is more appropriate to use in determining the central tendency in a non-symmetrical distribution that may be due to several outliers in the datasets.

Variance and Standard Deviation are derived from the mean value. However, as the data is not a normal distribution, it is not appropriate to use these calculations for variability.