**Module 1 Challenge – Crowdfunding Analysis**

Some conclusions to be drawn from Crowd funding Data:

1. Entertainment categories seem to be most active with crowdfunding. Film & video, music, theater represent 70% of total crowdfunding campaigns.
2. Smaller projects (less than 5000) generally have higher success rates. For example, projects with goals between 1000 & 4999 have a success rate of 83% while those above 50000 have a lower success rate of only 37%.
3. Smaller projects have higher failure rate (39%) than projects within the range 1000 to 4999 (16%). Larger campaigns i.e > 50000 have a higher failure rate of 53%.
4. Medium size campaigns with goals between 15000 to 19999, 20000 to 24999 and 30000 to 34999 have 100% success rate, with no failures or cancellations
5. In terms of timing: Overall successful campaigns looks fairly consistent across the months. Summer months, July & June perform well with 58% and 55% successful, whereas winter months of November and December showed lower success rates and higher failure & cancellation rates.

Limitations of the Data Set:

1. Hard to determine if success of campaigns relate to the categories / subcategories versus the merits of the campaign itself.
2. The data does not provide any insight into how actively the campaigns were marketed which could have impacted their success / failure.
3. There is a big difference between the success rates of campaigns with lower goals than higher goals. Perhaps, higher goals are set unrealistically for the type of campaign – this is difficult to determine with the data given.

Other possible tables / graphs that could add value to current analysis:

1. Staff Pick vs. success rate: compare the success rate of campaigns noted as “staff pick”
2. Funding Goal vs. Campaign outcome: See if there is a relationship between the funding goal and the success of the campaign (success or failed).
3. Success rate by country: see if geographics play a role in successful crowd funding campaigns.