**Crowdfunding campaign analysis report**

Running the pivot of parent category, we would tell that theater related projects have the most successful count of 187, followed by film& video at 102 count and music at 99 counts. And although journalism has only 4 projects, all of them are successful, the success rate is 100%.

When we are looking at the subcategory, “plays” plays a significant role for the overall campaign. The total number of plays is 344. More than one third of the projects are related to plays. It has a very high success count as well as a high failed counts.

The investigation between outcome and date created easily showed us that June and July are the best timing to start the funding process, as they have the highest successful count and the lowest failed count in these two months. And if possible, please avoid August, as it is the month has the lowest success count and the highest fail count.

There are of course some limitations/constraints for the above conclusions. First, the length of the pledging period is different. From the date created to the date ended, it varies from 0 to 59 days. The length of the pledging period will significantly impact the percentage funded and the outcome of each project, normally the longer the time given the more funds would be received. However, in this analysis it neglects the funding period for each project.

Secondly, the currency of goal and pledged varies, although majority of them are in USD, but there are some projects are in EUR, CAD etc. So, the analysis itself does not take areas or countries into consideration.it does not discuss the potential differences between different economic environments.

Thirdly, the analysis did not discuss the impact for staff picked projects and spotlighted projects. Those highlighted or recommended ones will definitely impact how backers would think about the projects.

To enhance the Crowdfunding Campaign analysis, we could possibly run more analysis around backers and total pledged amount. For example, an analysis on backer count vs. parent category/Subcategory will show which categories are more attractive to backers nowadays. An analysis on total pledged vs. parent category/Subcategory will show which area is most funded. And from the Below Pivot charts, we could tell Theater/play related projects not only get the most backers’ interest but also gets the most funded amount.

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Sum of backers\_count** | **Sum of pledged** |
| **theater** | **264269** | **15763227** |
| plays | 264269 | 15763227 |
| **music** | **129002** | **7480097** |
| electric music | 15303 | 781148 |
| indie rock | 32875 | 2037576 |
| jazz | 11233 | 550966 |
| metal | 4357 | 281185 |
| rock | 61241 | 3603659 |
| world music | 3993 | 225563 |
| **film & video** | **121875** | **7510076** |
| animation | 29158 | 1700624 |
| documentary | 42897 | 2448783 |
| drama | 16215 | 1208745 |
| science fiction | 10118 | 559713 |
| shorts | 12750 | 855820 |
| television | 10737 | 736391 |
| **technology** | **67494** | **3833725** |
| wearables | 26436 | 1638382 |
| web | 41058 | 2195343 |
| **publishing** | **52619** | **3149827** |
| fiction | 15755 | 897309 |
| nonfiction | 15360 | 1129497 |
| radio & podcasts | 7660 | 285580 |
| translations | 13844 | 837441 |
| **games** | **37662** | **2015817** |
| mobile games | 14231 | 888866 |
| video games | 23431 | 1126951 |
| **food** | **28846** | **1735179** |
| food trucks | 28846 | 1735179 |
| **photography** | **24044** | **1223931** |
| photography books | 24044 | 1223931 |
| **journalism** | **1194** | **36176** |
| audio | 1194 | 36176 |
| **Grand Total** | **727005** | **42748055** |

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