Crowdfunding Analysis Report

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

1. Crowdfunding campaigns can be a successful mean of gathering funds with 57% success rate as shown in the below pie charts. 75% of the blurbs comes from USA which shows that USA utilizes the most and there more room to study how to expand and grow crowdfunding in other part of the world.
2. Theatre in addition to film & video utilize crowdfunding the most with about 50% of all the blurbs combined, and 55% and 59% success rate respectively in their campaigns, specially plays and documentaries production. This could indicate willingness of backers to fund and watch independently produced plays and documentaries.
3. Journalism crowdfunding campaigns were 100% successful specially under audio section which may reflect the public willingness to fund independent journalism. Hence, Independent pod-castors could benefit from crowdfunding to produce more programs.

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

* The data set doesn’t have details about the backer, such as their gender, age range, address and the amount each individual pledger gave. The above details would help analyse the trend on the pledge made according to backers’ interest and would help future campaigns reach the interested groups.
* The data set doesn’t have details about the crowd funding seeker such as their gender, age range, address. Those missing details would assist in analysing the blurbs according to the above information match them to the backers’ interests.
* The dataset doesn’t have details about the blurbs which would help us dig deeper in into more details behind why would bakers pledge to certain projects.

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

* I would add a Colum showing the number of days spent on each campaign, create pivot table and populate graphs in order to analyse the trend between the campaign, the number of days and the outcome achieved.
* I would populate a graph to Analyse the relationship between goal, number of backers, and the outcome in order analyse the relationship between them.
* I would populate a pivot table and graphs showing the relation between the number of campaigns according to country and the outcome which will show us which country is active the most in utilizing and backing crowdfunding campaigns.