**Crowdfunding Conclusions**

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It was interesting to note that successful projects were in entertainment categories, such as film and theater. However, these categories also had a large number of failures, which suggests that there is a high risk of failure even in subcategories with a large number of successes. There are some projects that may present opportunities for investors, such as television, which had few projects but a higher-than-average success rate of 65%.

Based on my analysis, I have concluded the following:

* 56% of projects across all subcategories were successful from 2010 through 2020.
* Plays were the most frequently funded project, but had a slightly lower overall success rate than the average, at 54%.
* The sub-category with the lowest success rate was mobile games.

There are some limitations with this dataset. Films were broken down into subcategories that can help determine what genres or types of films were successful. However, there are opportunities to break down some of the subcategories even further. For example, if a potential backer was considering investing in food trucks, it would be helpful to know what types of food the successful and unsuccessful food trucks were serving. It might also be helpful for backers to know which types of video games were successful. The average donation was provided in various currencies, and converting the donations into one currency would make it easier to determine what the projects earned.

For someone seeking funding for a project, it would be helpful to include a pivot table to show the outcomes for each platform/firm, which would highlight which were the most and least successful. By converting the average donation to one currency, we could also do a pivot table and chart to show which project categories and subcategories were financially successful, as the number of backers varies greatly between both successful and unsuccessful projects.

There is a greater variance between successful backers than unsuccessful backers. This makes sense because there are more successful backers than unsuccessful, while there is a large variance between both. Therefore, the median provides a better measure of central tendency than the mean.