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**Crowdfunding Data Report**

According to our crowdfunding campaign data, it is clear that some categories perform much better than others. For example, the data shows us that many of the arts categories like "Theater", “Music” & “Film” have higher success rates, while categories like "Technology" and “Games” tend to struggle a bit more. The data also shows that timing is a super important success factor, as campaigns launched during the first half of the year are more likely to succeed overall. Additionally, the data shows that many campaigns do not meet their funding targets, especially those in the $1K - $10K range. According to the data only a small number of campaigns in this range will meet or exceed their goals.

The crowdfunding dataset has several limitations including the absence of multi-year data, making it more difficult to track long term trends for successful and unsuccessful campaigns. This also prevents us from seeing if success rates for certain categories are improving or declining over time. This dataset also lacks meaningful information about any campaign marketing. Marketing can strongly influence outcomes and therefore is often a crucial component for many successful crowdfunding campaigns. Additionally, there is no geographic data on the location of campaigns or their backers, which could offer insights into regional trends.

To improve analysis I think gathering a multi year data sample is key. With that we could create a graph showing success rate trends over multiple years and could better identify growing and/or declining categories. Additionally, including geographic information within the dataset could allow us to use visual tools in order to visually showcase the specific geographic locations of our most successful campaigns and their backers. The use of visual tools for this analysis can help provide a more digestible insight into where our most successful campaigns are both based and funded.