# Crowdfunding Dataset - Conclusions

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

There is a significant and sustained preference for crowdfunding projects around Theatre and higher-budget creative works such as Film & Video, and Music. This could be because lower-budget projects are easier to self-fund, but as we can see from all projects with a goal of 100 failing, it’s possible that crowdfunding is not seen as a viable option for those lower-budget projects despite the goals being theoretically the most achievable.

While the data does show small increases in projects created in January and July, there is nothing to reasonably suggest any pattern for the time of year where projects are most likely to be created. June, July, and September do show up to a 9% increase in the chance of a project being successful, however low success and high fail rates in May and August could mean that the results for June, July, and September are anomalous rather than displaying a trend.

The number of created projects has stayed mostly consistent throughout the decade covered in the sample, and success and failure rates have also been consistent. As the US, making up most users, have had both a Republican and Democrat President in this time, this could indicate that Government policy is not a factor in the desire to seek funding by means of crowdfunding.

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

The dataset does not give any indication of the style of campaign that was conducted, for example any promotional material or pre-existing interest in the project before it was created. This could create anomalies in the results as projects that appear similar in the dataset may have been very different in reality.

Additionally, the dataset only shows finance information in its own currency without accounting for inflation. This could result in exchange rates and inflation distorting the data and trends, for example goals may appear to increase over time, but in fact are only increasing by inflation.

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

A bar graph showing successful project goals could demonstrate which targets are most likely to be successfully funded as well as the distribution. It could also demonstrate any skew between averages.

Measuring length of campaign against success would be useful to indicate if there is a best duration for a campaign to achieve funding, and if campaigns can be negatively impacted by being too long. This could either be graphed on a bar graph with Count of Projects on the y-axis and Duration of Campaign in months on the x-axis. Alternatively, it could be plotted on a scatter graph, with % funded on the y-axis and Duration of Campaign on the x-axis.