

Crowdfunding Assignment Report

After working on the crowdfunding data worksheet, I have gathered that crowdfunding uses an enormous amount of data that can be drawn internationally which can help see which country/region in the world show the most support. In addition, crowdfunding campaigns show which categories showed the most success therefore by comparing which campaigns did the best, that information can be used to target optimal funding. I can also conclude that analyzing the duration of successful vs unsuccessful campaigns can help us distinguish which durations for campaigns draw the most backers.

Some limitations of this dataset are since crowdfunding typically runs on a set duration; this could result in the risk of not having enough backers within that timeframe making the campaign unsuccessful. There is also a big risk of other cultural and language barriers due to a vast number of backers being from diverse parts of the world making it difficult for communication and understanding.

For different kinds of representations if this dataset in tables or graphs is using a histogram to see campaign duration, this would allow us to see the most common time frames which would help campaign duration strategies.

Citations:

Lewis, Femi. “Crowdfunding.” *The Balance*, The Balance, 26 May 2022, www.thebalancemoney.com/what-is-crowdfunding-5188116.