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Crowdfunding Analysis Report

Based on the current data set, 56.5% of all campaigns (including live and cancelled) were successful and 36.4% failed. Additionally 1.4% of all campaigns were live and 5.7% were canceled.

The most popular category was "theater" except in Switzerland and Great Britain. In Switzerland, "music" was the leading category followed by "theater". In Great Britain, the leading category was "film & video" followed by "music", and "theater". Overall the least popular category was "journalism" with the highest success rate of a 100% followed by "technology" with the 67% success rate.

In sub-categories, "Plays" was by far the most popular and exceeded the next sub-category by 4 times.

One of the dataset limitations is that the currency is not normalized. It's difficult to compare the goal size of campaigns in different currencies.

We could also create tables and graphs to see if there is a relationship between campaign success and staff picks or spotlight.