**Crowdfunding Report**

**UCB Data Analytics Bootcamp**

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

We can first conclude that out of all the categories provided, the category with the highest number of campaigns relative to its success rate would be theater. There are 344 total campaigns categorized under theater compared to the total of 1000 campaigns across 9 separate categories. While the category with the highest success rate at 100% is journalism, it relatively only has 4 total campaigns compared to theatre.

Second, there is a correlation between the success rate of a campaign and the number of campaigns. When the number of campaigns go up, so does its success rate and failure rate. While the success rate is higher than the failure rate, there’s not a significant difference between the two.

Third, the success rates of the campaigns were at its’ highest during the months of June and July. June had a success rate of 63% and July had a success rate at 61.7%. In comparison, the success rate was at its lowest during August at 48%.

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

Location Matters

Depending on where the campaigns are held, the success rate changes. From the current data set, we can determine that crowdfunding campaigns are generally successful. Also, some categories could be more successful on others based on regional preferences. For instance, theater, which enjoyed the most success based on their funding goals and number of campaigns held, had most of their campaigns held in US. Their success rate also is at its highest in US. In comparison, its success rate dipped in Canada where it had more failed campaigns than successful ones. A lot of factors can play into this. Factors like a nations’ GDP, economy, and regional preference could impact the number of backers for campaigns as well as the donation amount. The currency would also be different per country, which creates problems when we want to make comparisons across different categories and countries.

Number of Campaigns

The number of campaigns held per category and country is not uniform. Based off the data, US has the greatest number of campaigns at 763 which is at 76.3% of the total number of campaigns in this data set. In terms of category, journalism is the only category that enjoys a success rate at 100%; yet, it only has 4 total campaigns held. It’s difficult to draw conclusions and comparisons when we have such a small pool of campaigns to draw data from. In this case, we need more data to yield definitive conclusions and comparisons.

Length of Campaigns

The launch date and deadline provide an outlook that demonstrates an inconsistency between the length of the campaigns. Some campaigns are held much longer than others. If given more time, would shorter running campaigns yield more funding from donors?

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

Relationship between length of campaign relative to percentage funded.

We can determine if there is a correlation between the amount funded as opposed to how long the campaign lasted. Perhaps, a line graph could show if the success rate of the campaigns given the time they had. To do this, we should first generate a separate column to show the number of days each campaign lasted.

Categorize Amount Funded by Individuals vs. Companies/Government

From the data, some donors were listed as individuals, and others as companies/corporation. Perhaps, it would benefit us to categorize the funders and analyze the relationship between the categories of campaigns and backers. Which category of campaign would receive the highest funding from which category of backers? A new pivot table would show which category would be more profitable for companies if we analyze which category has the highest fundings from companies, groups, and corporations.

Line Graph to View Seasonal Trends per Country

If we create separate line graphs per country, we can analyze if there are seasonal trends per country. Creating line graphs across years would help us determine if the trends are constant and creating it across months would help us identify which season the trends occur. Doing this would help us determine if seasonality is a factor that causes a higher success rate of donation.