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**Crowdfunding Analysis Report**

A few conclusions from this crowdfunding spreadsheet and the analysis we applied to it as part of our Module 1 Challenge can be found:

**1.)** From our chart comparing the size of the campaign in terms of fundraising goals compared to percentage of said campaigns that succeeded or failed, we can conclude mid-sized campaigns tended to be most successful. Looking at the chart from the sheet entitled **GoalsAnalysis,** campaigns with a goal from 10,000 to 30,000 were consistently between 75% to 100% successful in meeting their goals. That number dropped below 70% for smaller and larger campaigns outside that range.

**2.)** The percentage of campaigns that succeeded and failed did not vary much by category. While some categories for crowdfunding like theater were attempted more frequently, the rate of success was quite similar across all categories. This can be seen from the **CampaignsByCategory** sheet.

**3.)** Crowdfunding campaigns were consistently most frequent in the summer months from June through July, dropping off significantly by September. Rates of success were also slightly improved in the summer months, but not by a large enough amount to draw any sweeping conclusions. This can be seen from the chart on the **Line-Graph** sheet.

This data has a few limitations. First, we cannot determine how effectively the money fundraised was used after it was collected. The only thing it can show is how successful the campaigns were at fundraising. Second, we have plenty of data on how many backers each campaign received but we don’t have any data on the size of each individual donation. Single donors could have given as little as $5 or as much as $1000000, but we can’t tell from this dataset.

There are other graphs and tables we could have created from this data. For example, we could have created a graph comparing success rate by year instead of just by month/time-of year. We could have compared the success rate of campaigns that were given a staff pick versus those that were not. We could have compared the success rate of campaigns by average donation size. These are just a few additional analyses we could have created.