**A Brief Business Insights from Crowdfunding Data**

The crowdfunding dataset consists of 1,000 respondents to a fundraising campaign. This analysis focuses on finding trends in related to the success of the campaign. The aim is to provide insights into the underlying factors that influenced the outcomes of the fundraising campaign.

**Summary of insights from the fundraising campaign**:

Percent funded of the stated goal: The analysis reveals that lower funding goals had a better success rate compared to those with higher funding goals. The business insight is that management or managers should set realistic funding goals to increase the likelihood of success. In this case, the funding goal of $600 was the most successful with 2339 percent.

**Success of project category:** The crowdfunding project categories showed varying rates of outcomes. For example, theater was 54% successful but there was also a 38% failure rate. This is not an overwhelming success rate. The business insight here is that management should undertake aggressive advertisement on expected activities at the theater to reduce the failure rate below 25%.

**Cancellation Trends:** The cancellationtrends show that consistently it was lower than successes and failures. However, cancellation peaked in August and December and the lowest cancellation rate was in April.

**Limitations of Crowdfunding Dataset:**

The total sample size is 1000 projects with some project overrepresented in the sample. Over sampling and under sampling can place a significant limitation on generalizing results to the larger population.

**Lack of time dimension**: The information contained in the dataset is not enough to say anything about the duration of each campaign. Some of the products in the campaign can be affected by season and this makes it critical to know details about duration of the campaign. For example, theater could be affected by winter easily.

**Missing variables:** There are important variables missing from the crowdfunding dataset. For example, the demographic profiles of campaign backers, and marketing expenditures are not included in the dataset. Significantly, how much is spent on marketing can impact campaign outcome and the demographic profiles can provide additional insights into successes and failures.