Analysis Report – Crowdfunding

Based on the data analyzed, it can be said that of the 7 countries involved, the United States is the country most engaged in campaigns on crowdfunding platforms and China is the country with the least engagement.

In relation to all campaign categories, campaigns related to film & video, music and theater were the most successful and consequently the ones that failed the most.

Over 10 years (from 2010 to 2020), 56% of campaigns were successful, 37% failed and 7% were cancelled.

Other tables that would create would be a table with the pledge amount per category filtered by year and country followed by a line pivot chart to be able to see in numbers how much each category were able to fund with donation over the years in each country.