Crowdfunding Campaigns Analysis

**Given the data, we can draw 3 conclusions:**

1. The most popular category/subcategory is “theater/plays” with 34% of crowdfunding going towards this category.
2. In general, crowdfunded projects are more successful than not. 56.5% of crowdfunded projects reached their goal, while only 36.4% failed.
3. Other than the months July-August, the success rate stays relatively the same throughout the year. There is a steep decline going from July to August.

**Limitations:**

Having appropriate sample sizes is important for valid results. Some of the category/subcategory sample sizes are too small. For example, the “audio” subcategory had a sample size of 4/1000 with a 100% success rate. The “plays” subcategory had a sample size of 344/1000 with a 54% success rate. “Audio” had the smallest sample size, yet it rendered the highest success rate. Having such a small sample size does not propagate accurate statistics due to its biased representation of the population. It would then put to the question “is ‘audio’ that successful, or is it because only 4 samples were collected out of 1000”?

**Other Tables/Graphs**

It would be beneficial to create a table comparing “currency vs. success outcomes” to visualize which country had the most successes, fails, and cancels. Also, creating a stacked column chart would help to show all three outcomes for each individual country. This would give an idea to backers whether they should support companies of specific countries.