**Crowdfunding Data Analysis Report**

Analyzed and Compiled by

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

**Conclusion 1:** Of the campaigns that failed or succeeded, roughly 60% of crowdfunding projects in this dataset were considered successful and roughly 40% were considered to have failed.

**Conclusion 2:** Within the sub-categories, each had a close to 50% success vs failure/cancel rate. Technology was an exception, with roughly 67% of projects succeeding and roughly 29% of projects failing.

**Conclusion 3:** The average currency amount contributed per backer was between 40-100 (USD, CAD, AUS, etc), which makes me assume that these campaigns reached a wide range of people. I make this assumption based on the fact that this range of contribution is accessible to a much wider population of people than larger investment pledges/amounts.

1. What are some limitations of this dataset?

There is no data about how these campaigns were marketed, which leaves us without information on the correlation between success rates and money, time or effort put into the campaign. Additionally, although there is a relatively long time span represented in this dataset (10 years) there are only 999 data points. To see stronger or more robust trends, adding to the dataset would be helpful.

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

We could compare average donation and success rate. This could show us if there was a correlation between the amount of money people were willing to pledge and how successful the project was (or was perceived to be). It would also be helpful to compare how long each campaign ran for (create a new column for duration of campaign) and it’s success rate, average donation per day or week (unit of time). This could show us how much interest there was at a specific point in time for a given product or campaign. This information could then be compared with other trends at that time or used to inform cyclical trends in the market space.