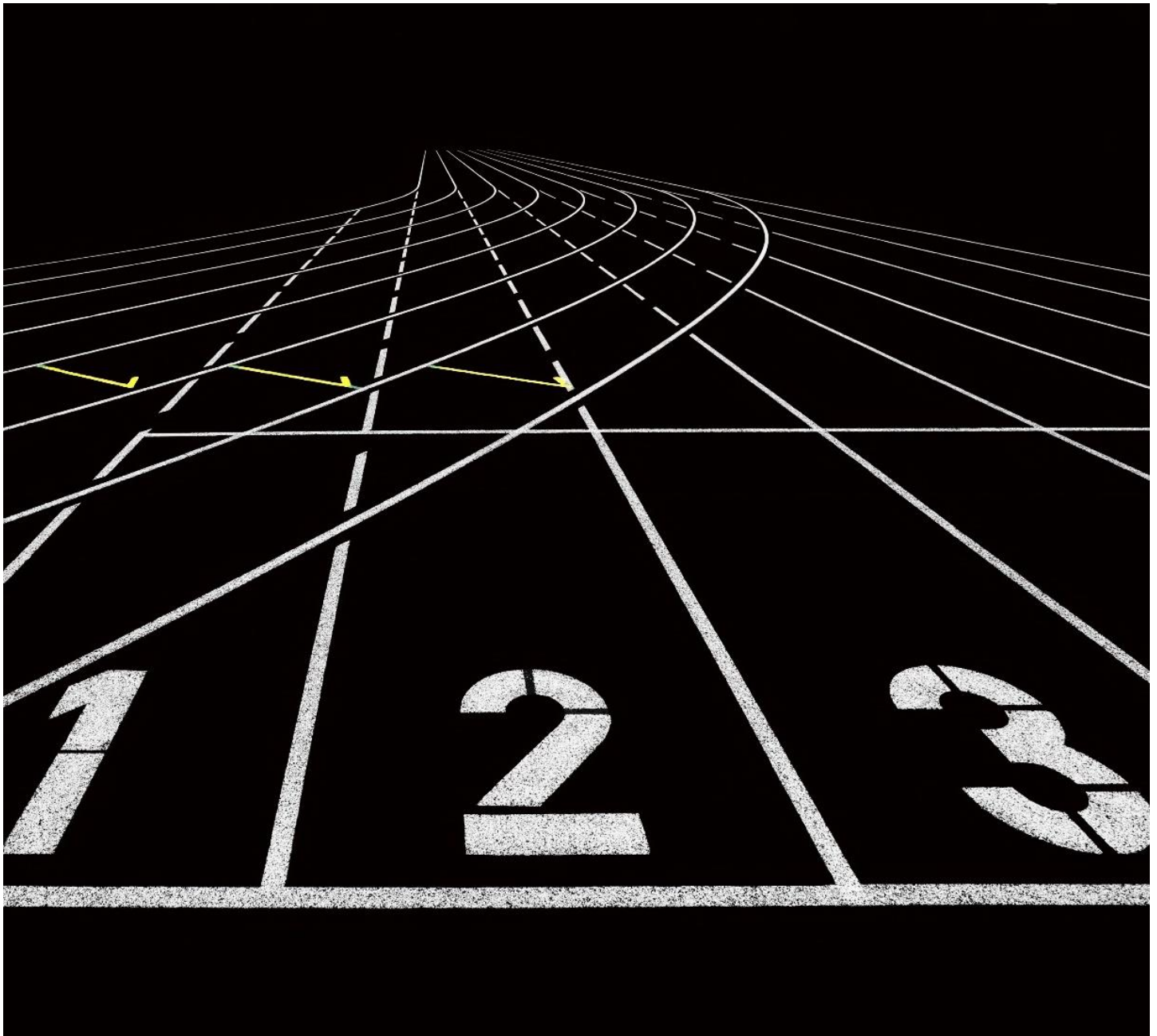


# **CROWDFUNDING REPORT**

2022



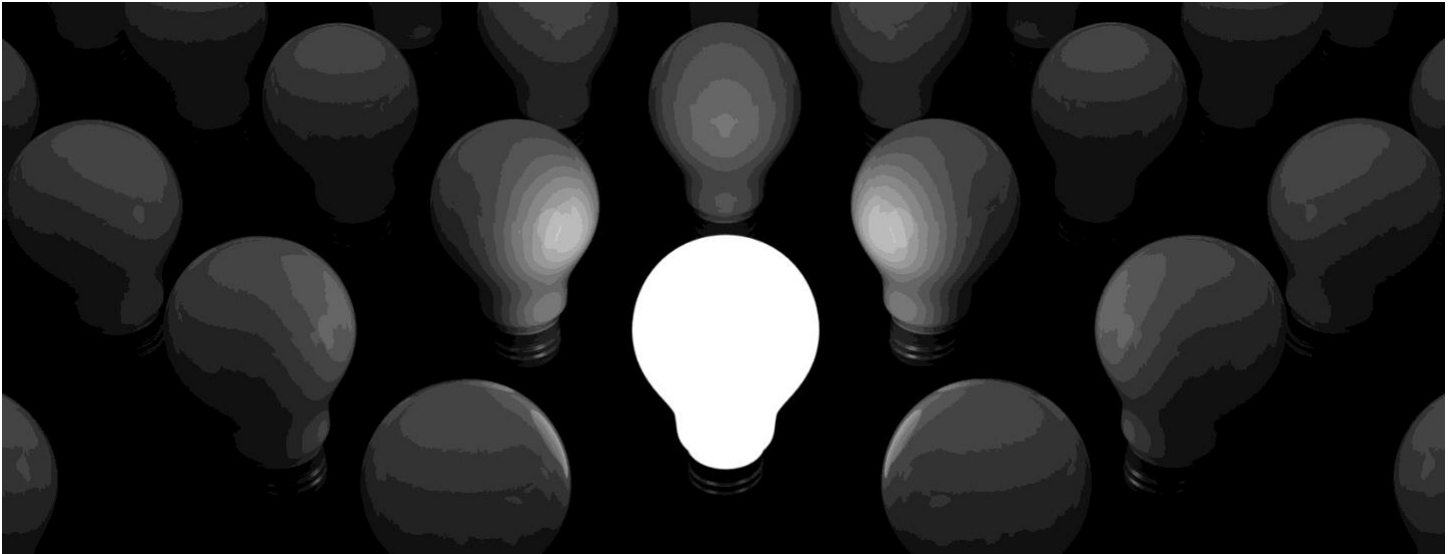
## INTRODUCTION

The report seeks to address emerging questions related to crowdfunding. In the next section, detailed responses are given.

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- **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

- Having considered the available data it goes without doubt that crowdfunding can be a good approach in testing market appetite for new products and services without having to build a company and website (The startups Team, 2022)
- Crowdfunding limits the challenges associated with raising finance via other methods for example traditional business angels and venture capital. This entails that if funding goals are set properly, a successful company can proceed with product development without facing funding pains.
- Some crowdfunding campaigns fail. There is a lot of preparation that that should be in place in order to make the campaign a success.



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- **What are some limitations of this dataset?**

- The data is skewed and depicts fluctuations, as confirmed by the values indicating variability, skewness and kurtosis. This poses unpredictability to potential investors
- There is not enough information to give a clearer picture of why some campaigns failed whilst others succeeded.



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- **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
    - Pie charts categories and sub-categories to give a visual view for ease of reference on the preferred projects.
    - Average donation across different categories and sub-categories and compare for the different years. This will tell a story as to whether the donations have been on an incremental path, decreasing or stagnant over the years. Such information will be useful to anyone considering launching a crowdfunding campaign.