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| Crowdfunding report  2022 | | |
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|  | 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. | |
| A picture of many lightbulbs with only one lit | |  |
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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. | |