

Analysis Report

Crowdfunding platforms like Kickstarter and Indiegogo have been gaining traction since the late 2000s. In this report we will be analyzing 1000 sample projects.

Looking at the data we can draw the following conclusions

1. The greatest number of successful as well as failed campaigns is for the theatre/play genre. This means a lot of people are interested in starting up theatre/play ventures.
2. We can also see that journalism genre has the least number of campaigns in total suggesting less interest in that category.
3. The campaign for crowdfunding is mostly for the 1000 to 10000 range and for range that is greater than 50,000. We see a greater number of successful and failed campaigns in these ranges.

Dataset Limitations

The data is not split into category and subcategory. If they were split into 2 columns it would give us better insight on successful and failed campaigns depending on the specific genres.

The data also does not look at the duration of time that took to reach the goal amount for each category.

Additional graphs

A bullet chart comparing the goal amount, and the amount pledged in different months for categories. This would let us know if certain categories can raise pledged amount depending on the time of the year they were being crowdfunded.