**Crowdfunding Goal Analysis**

# The main goal of this data analysis is to find the data trends in crowdfunding platforms around the world, Crowdfunding involves raising small amounts of money from a large number of individuals to finance a new business venture. It leverages the wide reach of social media and crowdfunding websites to connect investors and entrepreneurs, potentially increasing entrepreneurship by expanding the pool of investors beyond the traditional circle of owners, relatives, and venture capitalists. Given the provided data some of the conclusions that could be drawn are:

1. We have overall more successful campaigns then unsuccessful campaigns.

About 56.5 % campaigns are successful and 36.4% campaigns are failed with rest of them either cancelled or still live.

1. According to demographical data by country most of the donations are pledged by US investors. It reflects crowdfunding is more popular in US markets then other countries.
2. Campaigns that have goal of raising $50000 or more had lowest percentage of being successful.
3. Crowdfunding for projects related to creative fields like “plays” category are more popular among the investors then any other field but they have highest rate of failures too.

**Limitations and suggestions on data sets**

* There are some limitations on existing data,staffpicks and spotlight doesn’t contribute to depict any trends on failure or success of projects.
* We should have some more data on factors that contribute to decision making for new creators based on statistics of previous campaigns. Successful crowdfunding projects are powered by effective social media activity. Monitoring how the project team interacts with potential backers can indicate their commitment and ability secure their backers. There should be some engagement metrics.
* Here we have projects that even failed with lot of backers so number of backers don’t really reflects true mean and median.

**What are some possible tables or graph that we could create, and what additional value they would provide**

* Creating a pivot table that could use the converted dates for start and end of projects, so we can show trends based on deadlines if short duration projects tends to be successful or longer duration projects. It will help new creators to manage expectations.
* Creating table for Average donation per category could also help in decision making those thinking about starting a crowdfunding campaigns to set their goals and deadlines.

**Mean or Median?**

Here mean is greater than median so data is positive skew or right skew for both datasets, when the data is skewed and you want to know the typical value, as the **median** is less affected by outliers so median should better represent the data set.