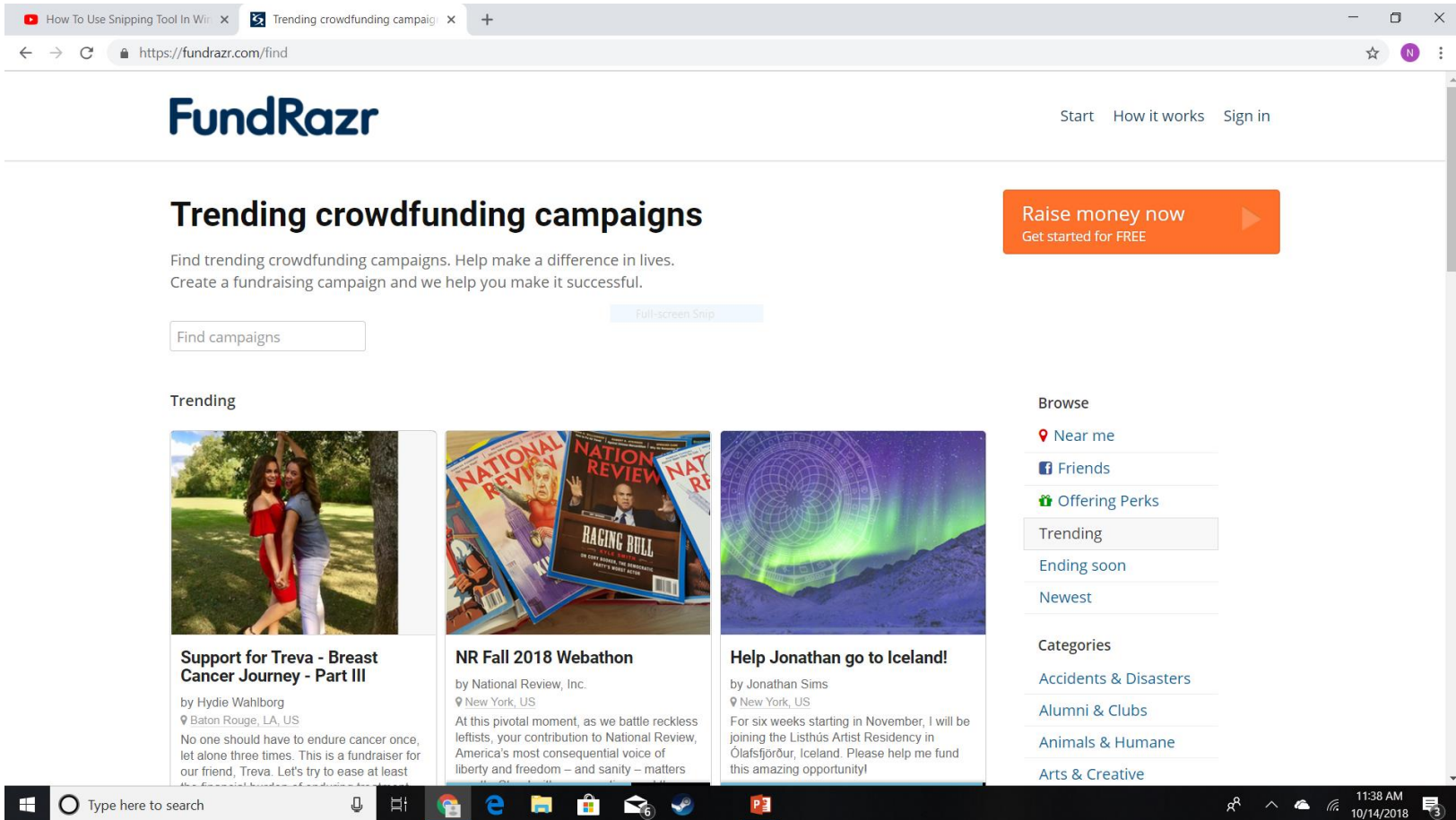


The most successful category in crowdfunding using fundrazer.com

By Nikhil Taparia

Scraping Website



The screenshot shows a web browser window with the FundRazr website. The browser's address bar displays 'https://fundrazr.com/find'. The website's header includes the FundRazr logo and navigation links for 'Start', 'How it works', and 'Sign in'. The main heading is 'Trending crowdfunding campaigns', followed by a subtext: 'Find trending crowdfunding campaigns. Help make a difference in lives. Create a fundraising campaign and we help you make it successful.' Below this is a search bar labeled 'Find campaigns' and a 'Full-screen Snap' button. To the right, there is an orange button that says 'Raise money now' with 'Get started for FREE' underneath. The 'Trending' section features three campaign cards: 'Support for Treva - Breast Cancer Journey - Part III' by Hydie Wahlborg, 'NR Fall 2018 Webathon' by National Review, Inc., and 'Help Jonathan go to Iceland!' by Jonathan Sims. A 'Browse' sidebar on the right lists filters like 'Near me', 'Friends', 'Offering Perks', 'Trending' (which is selected), 'Ending soon', and 'Newest'. It also lists categories such as 'Accidents & Disasters', 'Alumni & Clubs', 'Animals & Humane', and 'Arts & Creative'. A large blue arrow points from the right towards the 'Trending' section of the website.

How To Use Snipping Tool In Win... x Trending crowdfunding campaign x +

https://fundrazr.com/find

FundRazr

Start How it works Sign in


Trending crowdfunding campaigns

Find trending crowdfunding campaigns. Help make a difference in lives. Create a fundraising campaign and we help you make it successful.

Full-screen Snap

Find campaigns


Trending



Support for Treva - Breast Cancer Journey - Part III

by Hydie Wahlborg
Baton Rouge, LA, US


No one should have to endure cancer once, let alone three times. This is a fundraiser for our friend, Treva. Let's try to ease at least the financial burden of funding her treatment.



NR Fall 2018 Webathon

by National Review, Inc.
New York, US

At this pivotal moment, as we battle reckless leftists, your contribution to National Review, America's most consequential voice of liberty and freedom – and sanity – matters.



Help Jonathan go to Iceland!

by Jonathan Sims
New York, US

For six weeks starting in November, I will be joining the Lifthús Artist Residency in Ólafsfjörður, Iceland. Please help me fund this amazing opportunity!

Browse

- Near me
- Friends
- Offering Perks
- Trending**
- Ending soon
- Newest

Categories

- Accidents & Disasters
- Alumni & Clubs
- Animals & Humane
- Arts & Creative

11:38 AM 10/14/2018

Scraping



Please Support the Hicks Family

by Ken Grim

📍 Odessa, US

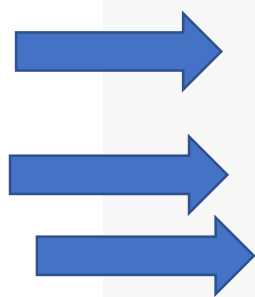
In July, David had an accident, fell and broke his femoral neck. He had to get 3 screws put in his leg pinned to his hip. He is not been

\$4.3k

Raised

16

Days left



\$4,270 raised



43% of \$10k goal

49 contributors

Ends Oct 31, 2018 🕒

Contribute

Next →

Accidents & Disasters

Categories

Accidents & Disasters

Alumni & Clubs

Animals & Humane

Arts & Creative

Business &
Entrepreneurial

Celebrations &
Weddings

Community &
Volunteer

Education & Schools

Faith & Missions

Family & Kids

Health & Illness

Legal

Memorials & Funerals

Non-profits

Politics

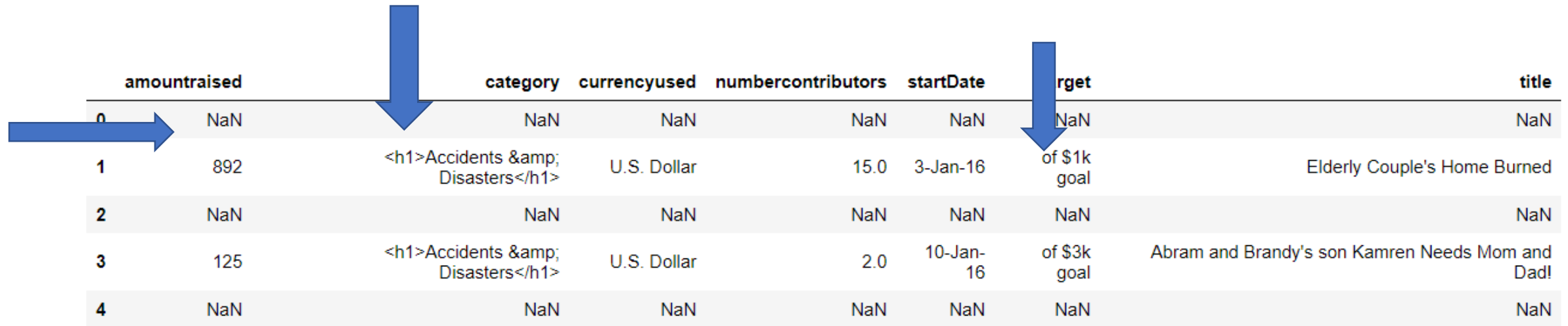
Sports & Competitions

Travel

Veterans & Heroes



Cleaning data with regex and missing values



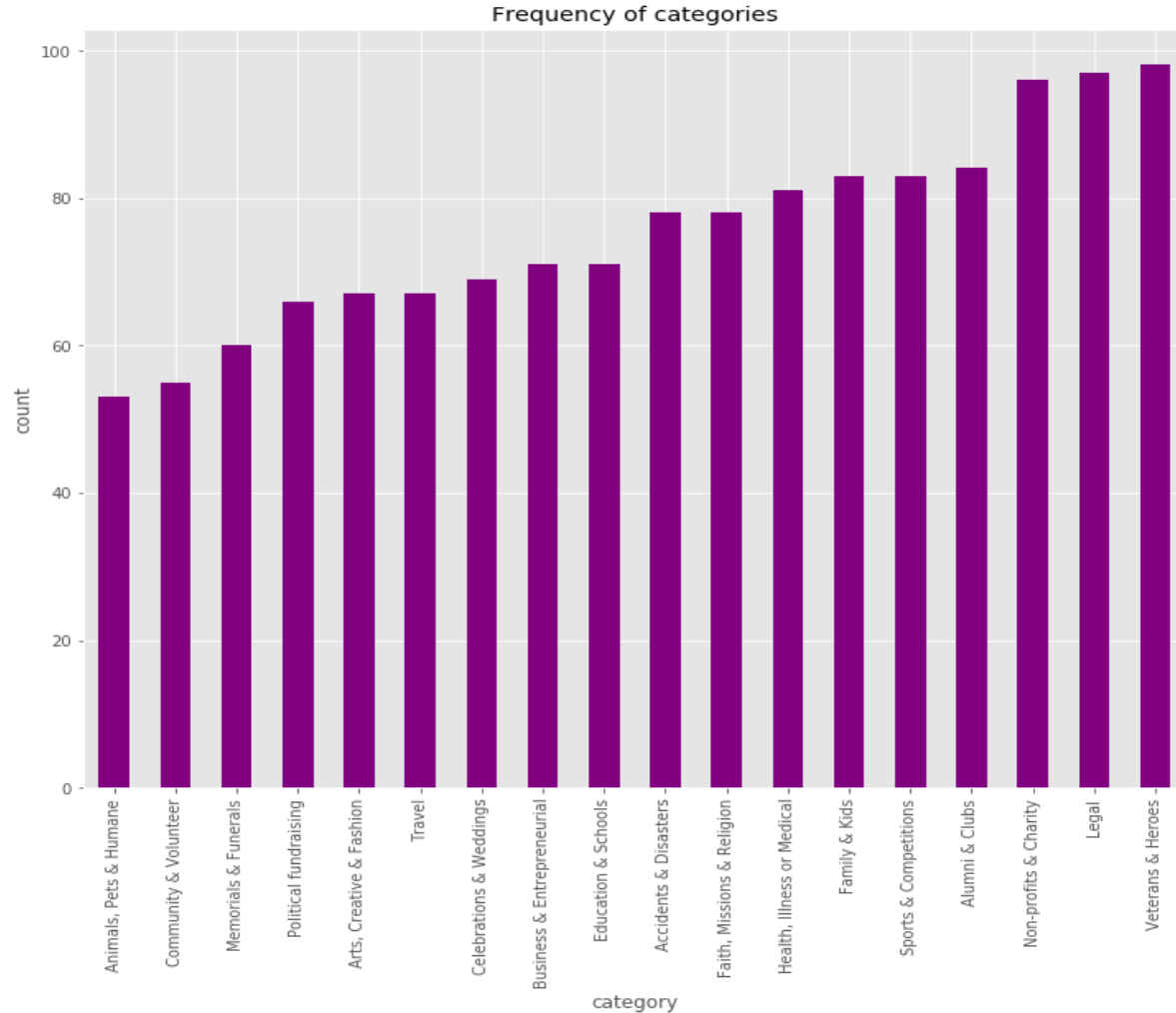
A diagram illustrating data cleaning steps. A horizontal blue arrow points to the 'index' column (row 0). A vertical blue arrow points down to the 'category' column (row 1). Another vertical blue arrow points down to the 'target' column (row 1). A third vertical blue arrow points down to the 'target' column (row 3).

	amountraised	category	currencyused	numbercontributors	startDate	target	title
0	NaN	NaN	NaN	NaN	NaN	NaN	NaN
1	892	<h1>Accidents & Disasters</h1>	U.S. Dollar	15.0	3-Jan-16	of \$1k goal	Elderly Couple's Home Burned
2	NaN	NaN	NaN	NaN	NaN	NaN	NaN
3	125	<h1>Accidents & Disasters</h1>	U.S. Dollar	2.0	10-Jan-16	of \$3k goal	Abram and Brandy's son Kamren Needs Mom and Dad!
4	NaN	NaN	NaN	NaN	NaN	NaN	NaN

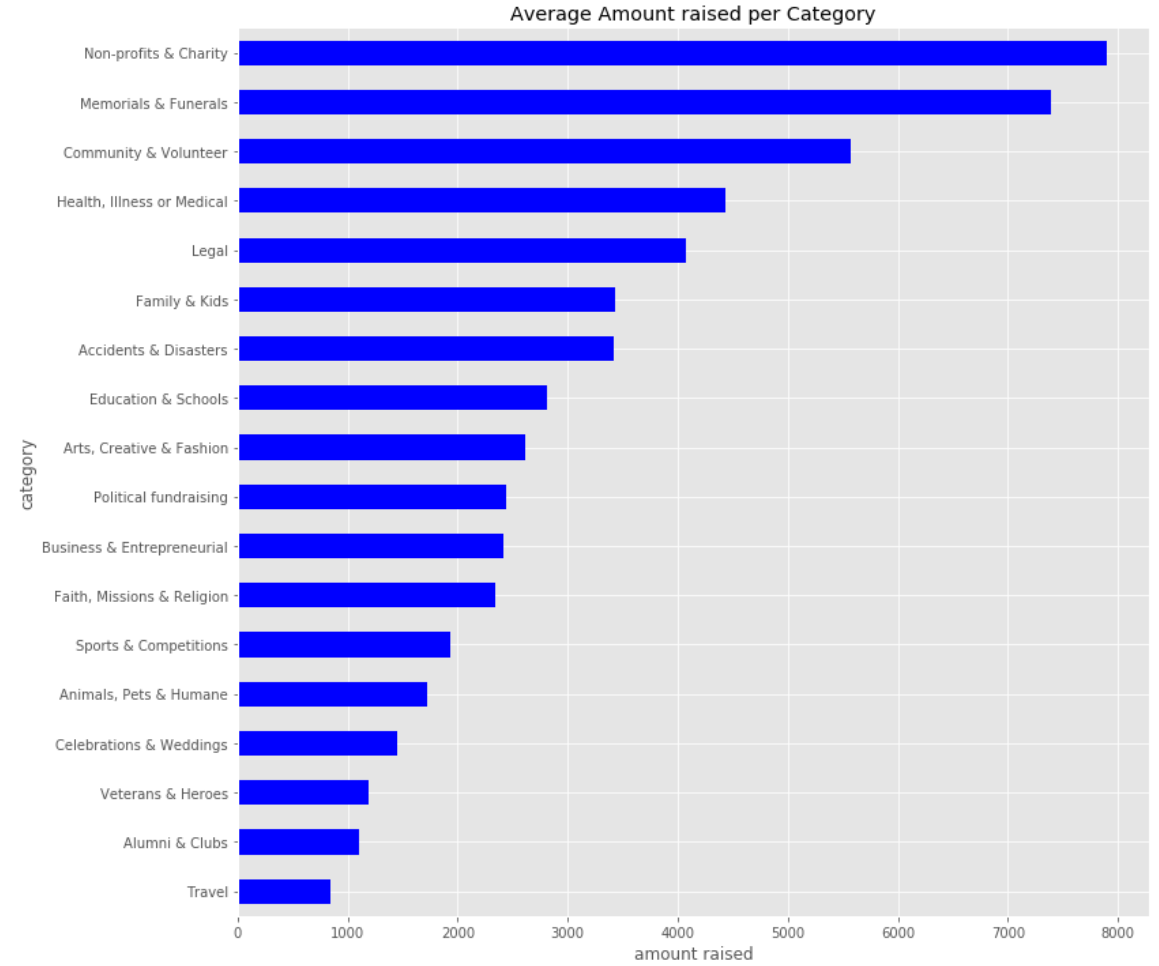
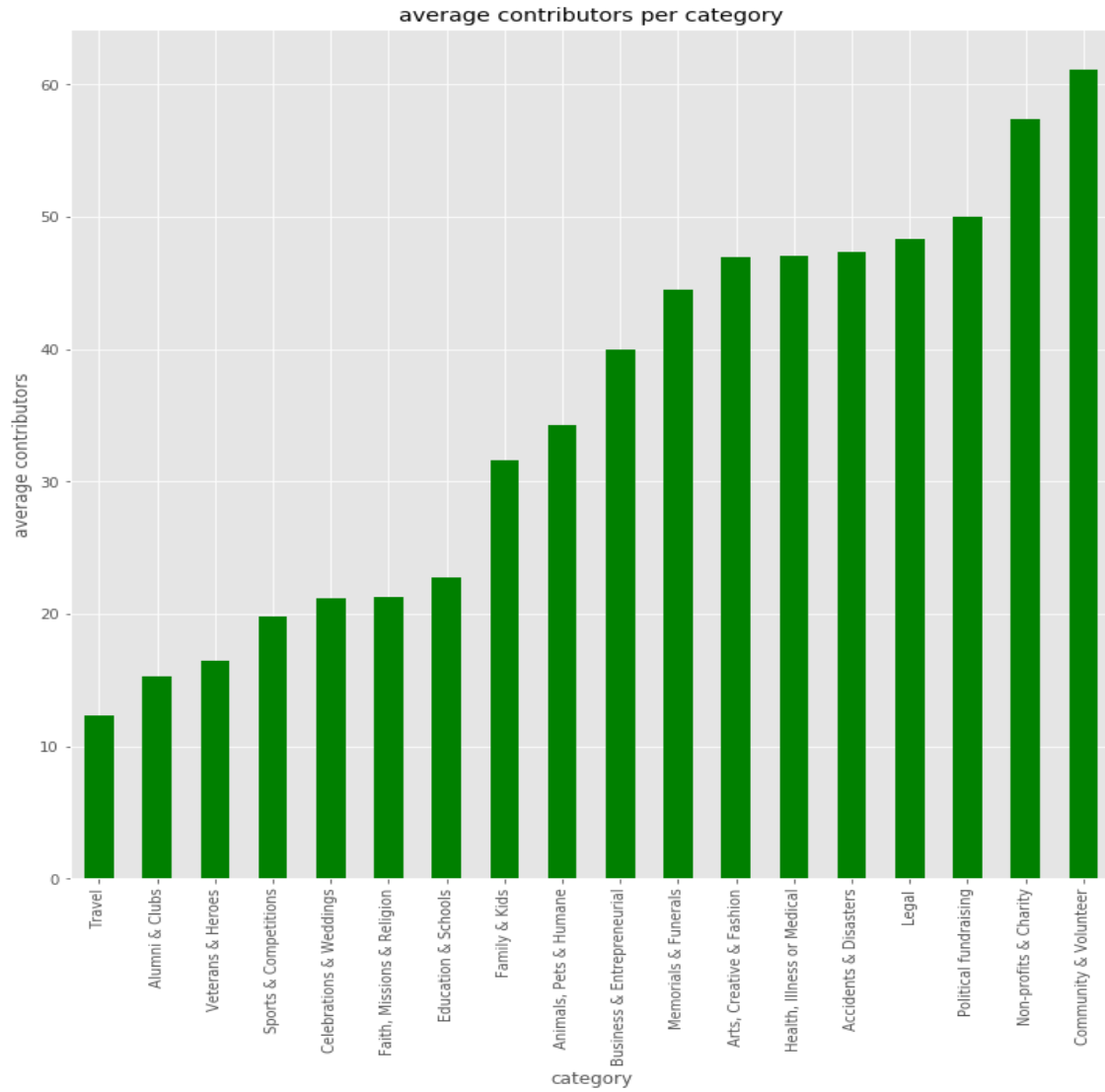
Data Manipulation

	category	averagecontribution	percent_complt	currencyused	days	target	amountraised
1	Accidents & Disasters	59.466667	10.800000	U.S. Dollar	1014	1000.0	892
3	Accidents & Disasters	62.500000	95.833333	U.S. Dollar	1007	3000.0	125
5	Veterans & Heroes	13.888889	75.000000	Pound Sterling	1659	500.0	125
7	Travel	100.000000	42.857143	Euro	1444	175.0	100
9	Sports & Competitions	46.666667	97.200000	Euro	766	10000.0	280
11	Political fundraising	69.444444	99900.000000	Canadian Dollar	766	2.5	2500
13	Legal	49.000000	85.300000	U.S. Dollar	567	5000.0	735
15	Health, Illness or Medical	45.454545	0.000000	U.S. Dollar	224	500.0	500

General Facts



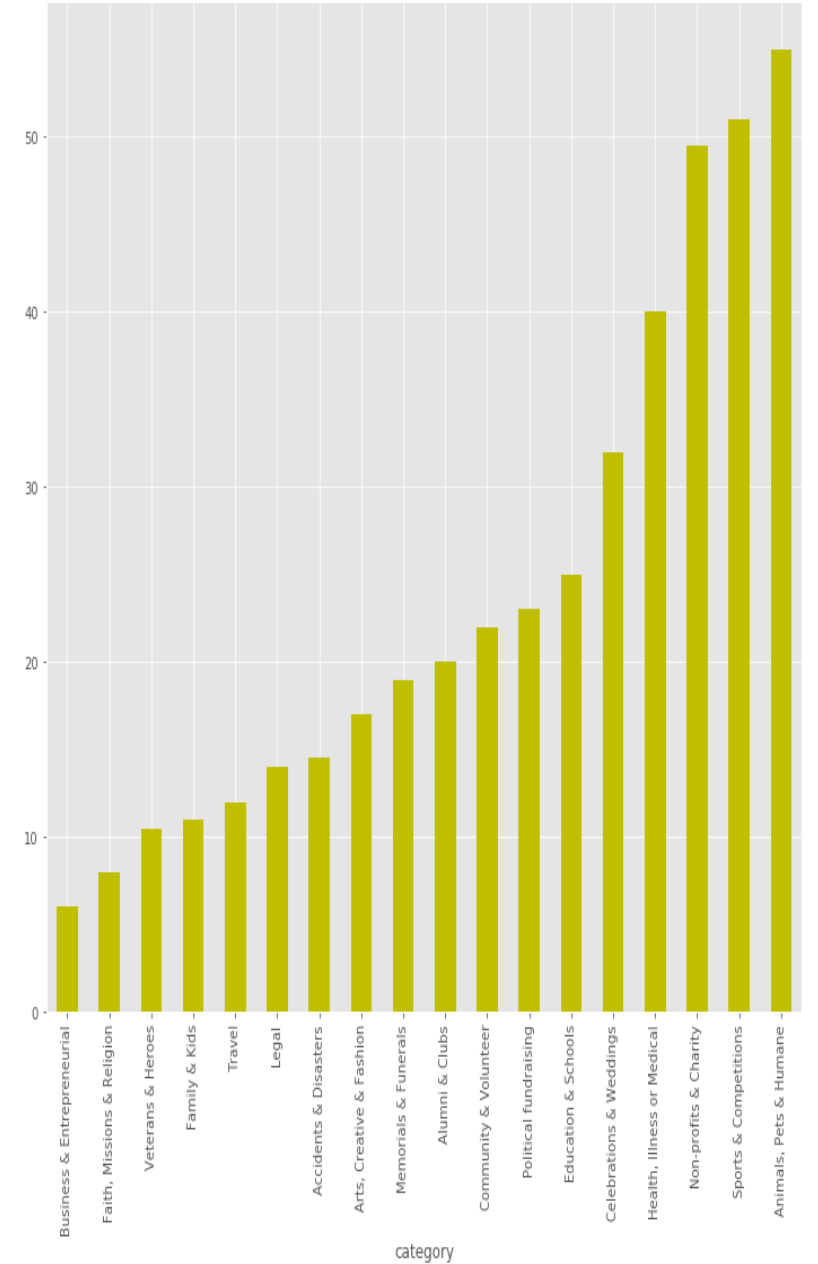
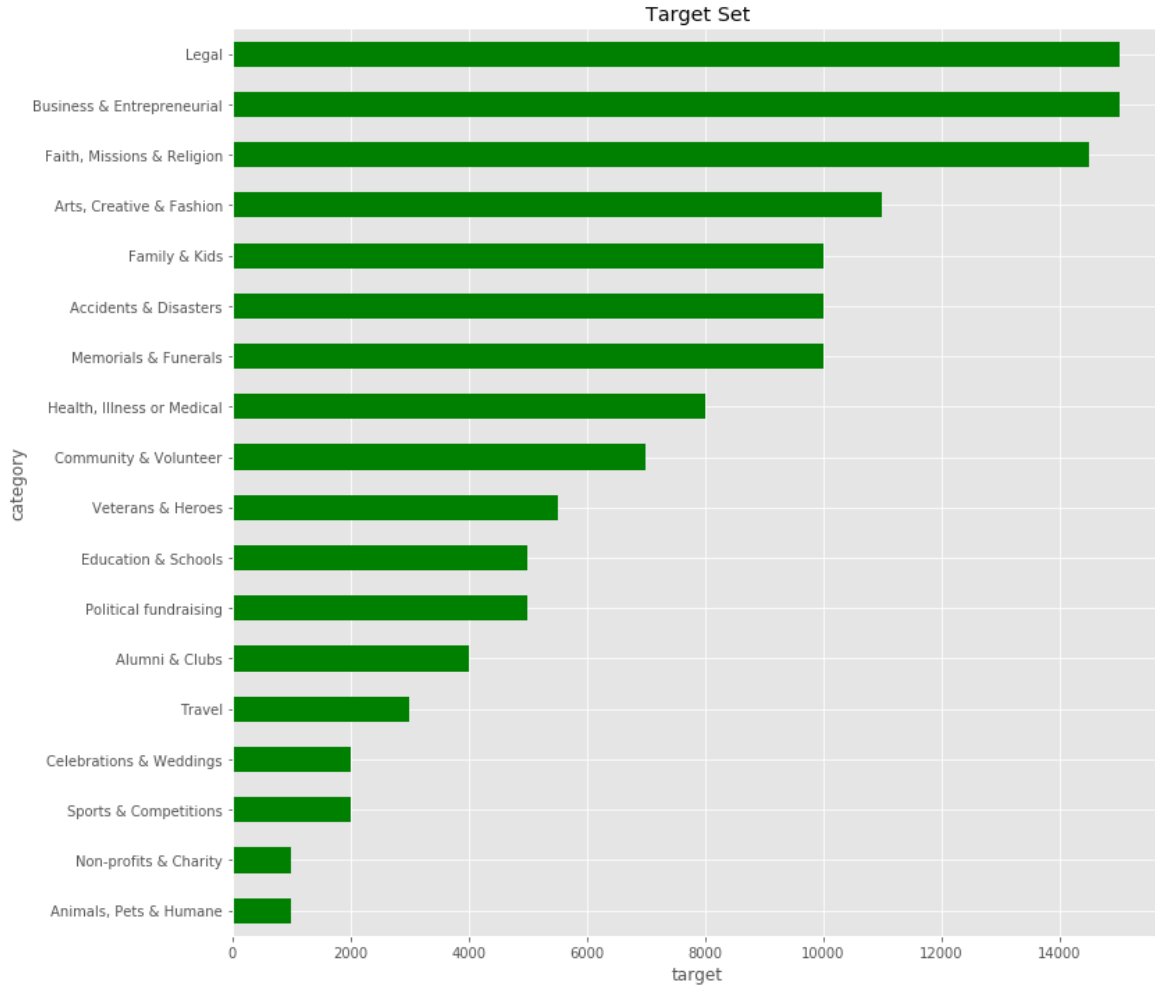
Analysis



Analysis

- Charity, Medical, Memorial, Community, and Accidents categories had the most contributors on average. They are also the categories that raised the most money.
- Travel, Veterans, Sports, and Celebrations were the worst categories when it came to number of contributors and the amount of money raised.

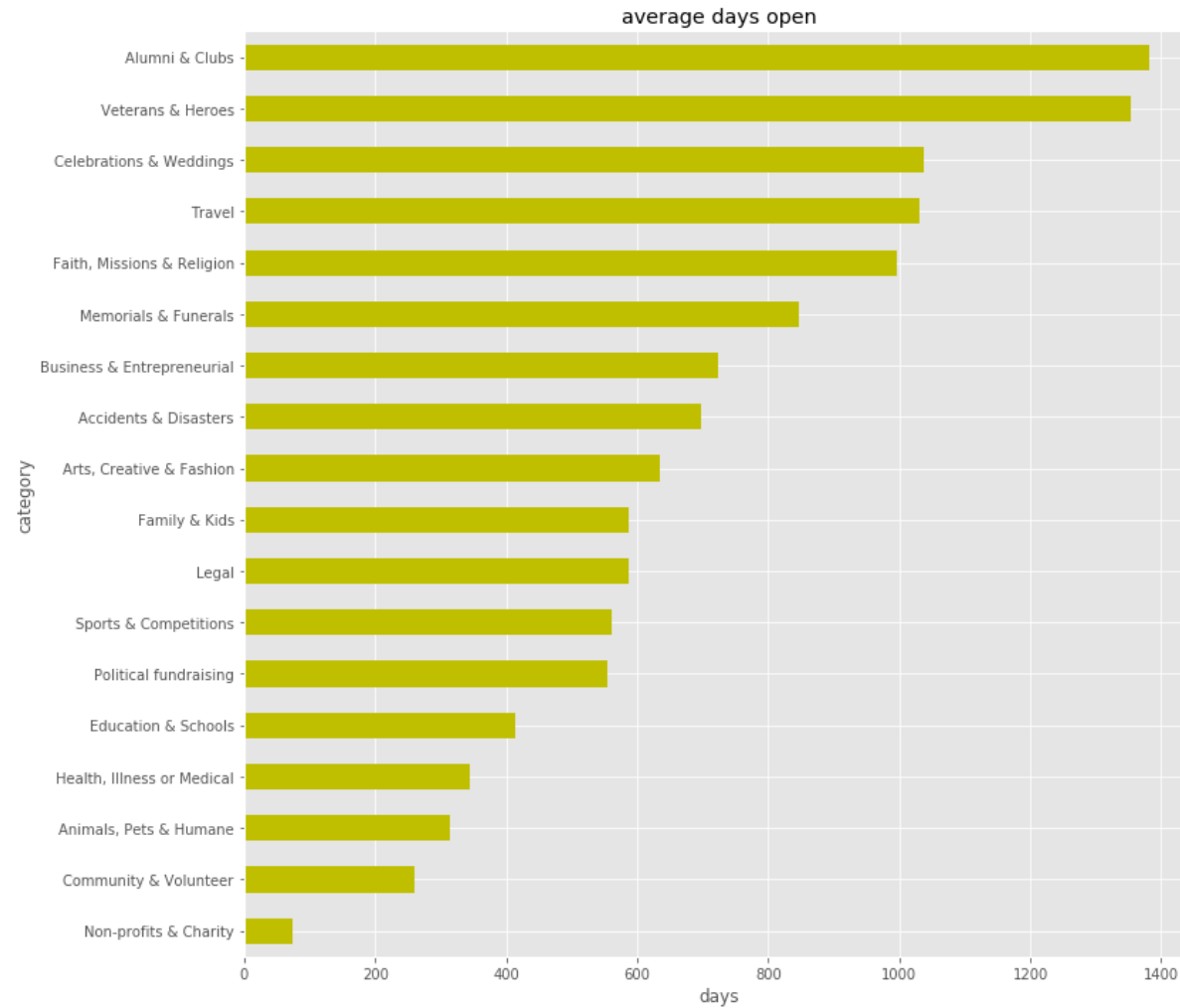
Analysis



Analysis

- Sports, Non-profit, and Animals had the lowest target goals set, and consequently they were also the highest categories in percent completed. The Health and Community categories followed right after.
- The Legal and Business categories had the highest target rates set and the lowest percent completed toward target goals

Conclusions



Conclusions

- Unsurprisingly, The health, community, and charity categories raised the most amount of money, had the most contributions, and finally had one of the highest percent completed goals.
This could be due to the limited number of days each of these categories was open, and thus many contributors donated more many on average for these.
- Veterans, Travel, and Alumni relations also had the highest amount of days open and were subsequently lowest in number of contributors and money raised.

Future Work

- One thing that could be improved in the project is that next time I scrape the amount of likes and updates each campaign received. With that, I would do an analysis to see how these two factors effect the amount of money raised and the number of contributors per campaign.
- I would also scrape the story for each campaign and use basic NLP to generate a word cloud and see which words contribute to the money raised.

End



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