**Report: Crowdfunding**

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Three Conclusions that can be drawn from crowdfunding campaigns data is that:

1. Its success and failure outcome are based on many variables such as campaign category, number of backers, and kind of backer in terms of wealth and interest and how much they donate, the currency donated and which country campaign is launched from as the regulations for crowdfunding varies from country to country.
2. It is important to define exactly what the campaign is about and how much the target goal is. It is also vital know what the main reasons are why campaigns succeed, fail and are cancelled. Therefore, is important to find out how to set up a campaign correctly for the specific category of campaign and which crowdfunding site to use.
3. A campaigner must also advertise their campaign elsewhere other that of a crowdfunding site so that the general public is made aware of the purpose of the campaign and where to find it on the internet. Some of the methods of advertising include emails, the Press, social media, and Websites.

Clear start and finish deadlines must be set so the backers know the time period in which they can donate.

Must write a clear crowdfunding description of what the crowdfunding is about, error free, that specifies the reason, event, person or project that the money you are trying to raise is for.

Limitations of this dataset:

* The limitation of this dataset is that it does not show which crowdfunding website was used.
  + Some crowdfunding websites are more popular than others attracting more people, creating more interest, therefore more support.
  + Crowdfunding websites have restrictions as to what they are allowed to raise funds for.
* It compares a wide variety of years from 2010-2019. What is happening in the economy of a particular country during a particular year can affect how much funding is available and/or interest in a particular campaign.
* When making a comparison in relation to countries,
  + some countries have a larger population or/and are wealthier therefore can contribute more.
  + Religion and custom can affect the populations interest in a particular campaign
  + Restriction put in place by government on how much people are allowed to give to a campaign
  + Education in terms of how many people are aware of crowdfunding websites and have access to the internet.
* The categories on which the crowdfunding figures are compared are too broad. It might be better to compare within the same categories.
* Currency is quite an uneven playing field to compare success because each currency has a different value in comparison to one another, and currencies value fluctuate over time and are dependent on many variables.
* The start date and end date would have to be for the same for each crowdfunding campaign, in this dataset they are not.

Other possible tables:

This table gives a quick overall view of the best and worst performance of the total campaigns.

Theatre has the most successful and failure crowdfunding rate with music and film/video next and the worst campaign is for journalism, with an overall success rate of 0.4 percent.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Campaigns | Successful % | Failed % | Live % | Cancelled  % |
| Theatre | 18.7 | 13.2 | 0.2 | 2.3 |
| Film/video | 10.2 | 6 | 0.2 | 1.1 |
| Music | 9.9 | 6.6 | 0 | 1 |
| Journalism | 0.4 | 0 | 0 | 0 |

Total successful, total failed, total cancelled and total live Campaigns over all the total campaigns. This information is for the period from 2010 – 2019 for a range of countries whose currencies are some of the main ones used in the stock market.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Successful % | Failed % | Cancelled  % | Live  % |
| Total  Campaigns | 56.5 | 36.4 | 5.7% | 1.4 |
|  |  |  |  |  |

56.5% of total successful campaigns

= (total successful campaigns/ total number of campaigns) \*100

= (565/1000) \*100

=56.5%

36.4% of total failed campaigns

= (total failed campaigns/ total number of campaigns) \*100

= (364/1000) \*100

=36.4%

5.7% of total cancelled campaigns

= (total cancelled campaigns/ total number of campaigns) \*100

= (57/1000) \*100

=5.7%

1.4% total live campaigns

= (total successful campaigns/ total number of campaigns) \*100

= (14/1000) \*100

=1.4%