Report

The main conclusion we can draw is not every crowdfunding will ended up in success. People’s interest, the goal amount and the duration of the campaign plays a big role in the success of the campaign.

The biggest limitation of the dataset is that we are lacking the information of the target audience of the campaign and the location. Would be a huge difference if we have these data and plan it after accordingly.

We can create some tables about average donation per cause and see what kind of adjustments can make of the goal amount and if it’s possible the combine some crowdfunding campaigns together.