Crowdfunding Report:

Given the data on Crowdfunding, we can derive the following conclusions:

1. Most of the campaigns had a goal of under $10,000 or over $50,000 with 597 campaigns being under $10,000 and 305 campaigns being over $50,000. The projects with goals under $10,000 had an overall completion percentage of 64.5% indicating that this level of funding appears to be the most saturated across the entire data set. Campaigns greater than $50,000 had the lowest overall success rate sitting at 37%, this means that $50,000 may be the de facto cap for crowdfunding projects.
2. The summer months of June and July saw the most successful campaigns across the 12 months and the number of successful campaigns gradually dropped per month approaching December, indicating that it may not be a good time to run a campaign around the holidays.
3. The minimum backers’ number for a successful campaign was 16. Indicating that even if the goal amount was rather low you would still need roughly 16-20 backers to fund that campaign.

Limitations of the Dataset:

1. Including whether or not the Company running the campaign has had any prior successful campaigns and how many. If they are a more well-known company it would stand to reason that their campaigns would be funded more often. It would also be interesting to run an analysis on the percentage of successful first campaigns.
2. Did any of the Companies spend money promoting their campaigns and if so, how much? It would be good to have data regarding how much money the companies spent on marketing and outreach to get their projects out there because it makes sense that increased promotion would help the company succeed.
3. How many if any backers supported multiple projects. With parent categories such as Plays having so many campaigns did that force backers to be more subjective with what projects they backed or in categories with less projects did backers end up supporting more than one project?

Other Graphs/Charts:

1. Doing a pie chart of the parent company could be a helpful visual to provide for future companies who want to start a campaign they can begin to see past performance of parent categories for other campaigns. This would help them establish expectations or put more resources towards promotion/marketing their campaigns.
2. A graph showing the Average donation vs. the number of backers would also help future crowdfunding projects get an idea of where their donations need to be depending on their goal and what to expect.