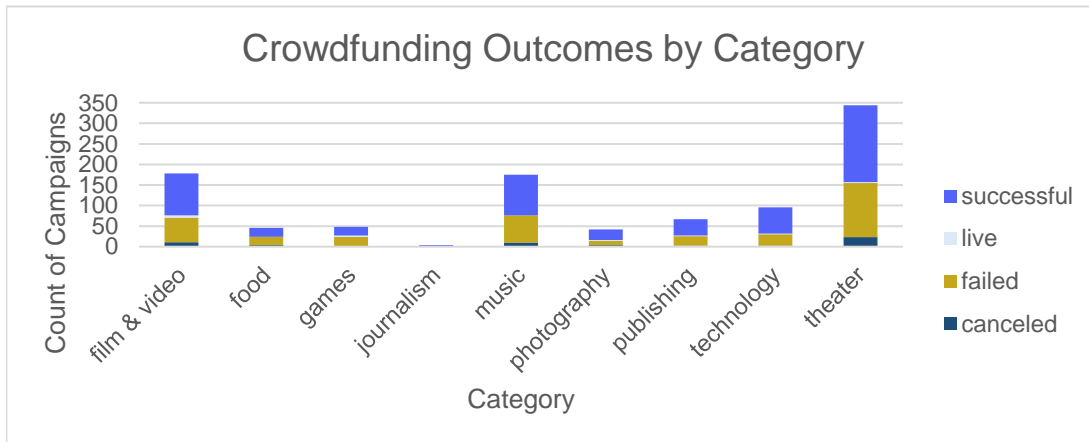


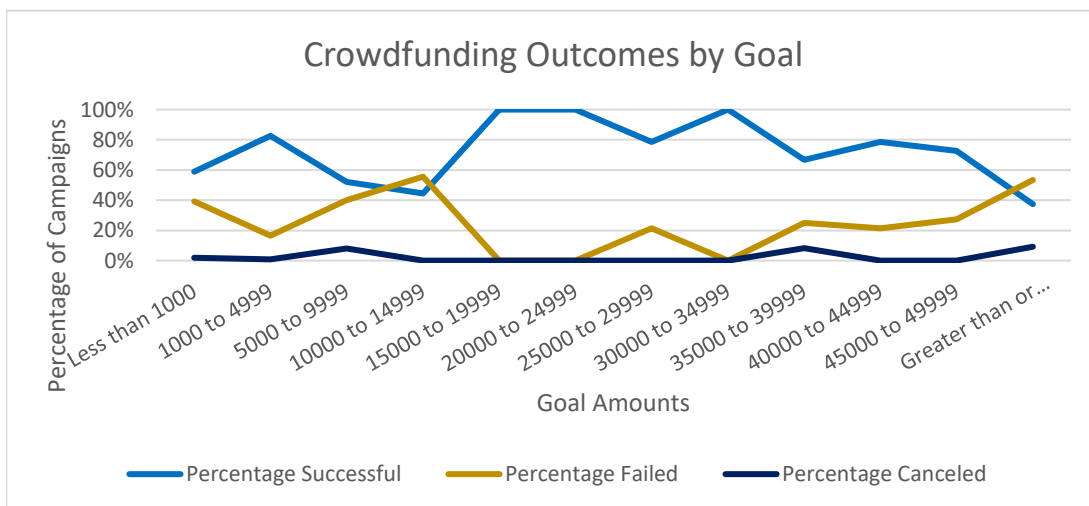
CROWDFUNDING

REPORT

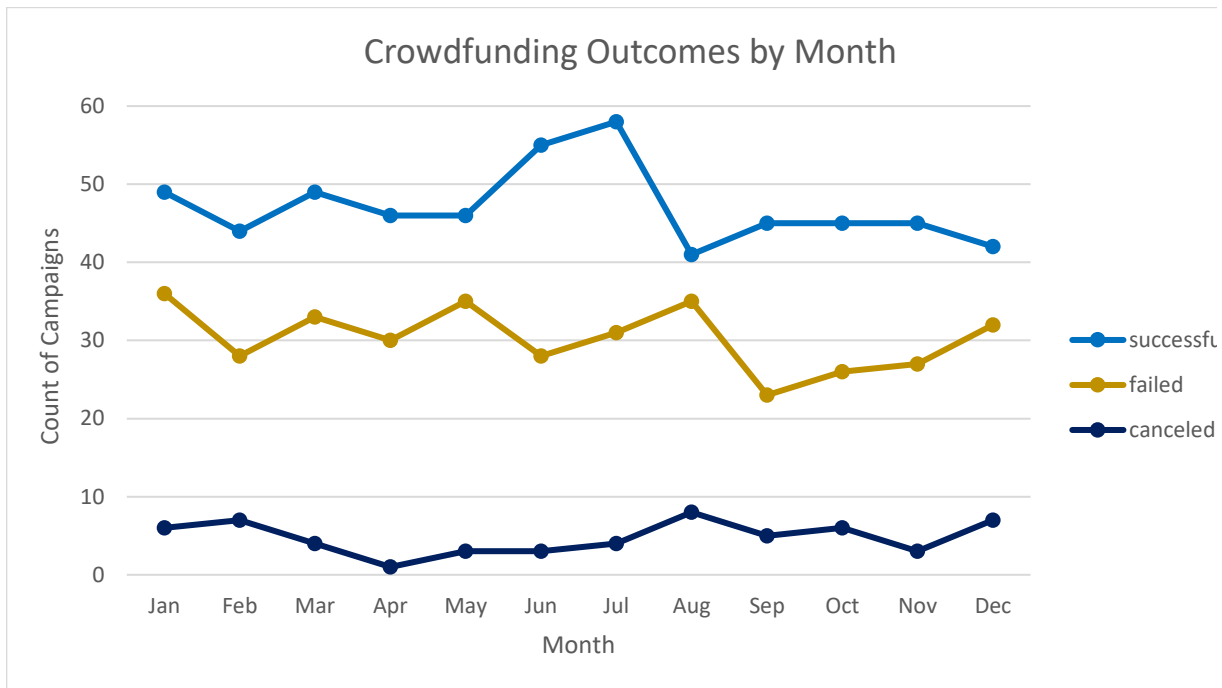
- ✓ Pulling from the Crowdfunding dataset, a few conclusions can be made about the successes, failures, and the overall spread of categories that are most common among crowdfunding campaigns.



With the data provided, theater is the leading category for crowdfunding. Overall success rate of campaigns across countries and categories sits at 61% with 39% making up the failed campaigns. This suggests that a majority of crowdfunding occurs for entertainment purposes, rather than utilitarian items.



The rate of success is greater with fund goals amounting \$15,000 to \$35,000 and taking a steep drop in success rate at \$50,000 and greater. The rate of cancellation remains low throughout, leading to the conclusion that there is no correlation involving goal amount and cancel rate.



June and July are the most successful months, with August trending downward for success in crowdfunding. This may be showing a common down trend at the end of the summer, which occurs in the mass of country entries to this dataset.

With canceled events remaining below 10, it can be concluded that it is unlikely a campaign will be canceled.

Some limitations of this dataset include the lack of the platform in which the campaign was hosted, as there could be correlations between the engagement between sites such as IndieGoGo or Kickstarter. Given that theater makes up most of the campaigns in this dataset, a subset of data to include city may also provide perspective as to what campaigns are successful based on that demographic.

When deciding to crowdfund, this data portrays a likelihood of a positive result. However, it is important to note that success varies greatly on the overall palatability and public interest in the service or experience provided. The blurbs included in this dataset appears to not be related to the categories. Browsing through campaigns currently live on popular crowdfunding platforms, the blurb indicates the purpose of the campaign more thoroughly than this dataset.

Other possible tables and corresponding graphs that could be made include percent of funds received based on goal of campaign by category. This would provide an overall view of success or failure. This information is highlighted previously, but the data is separated by outcome result which makes it unclear as to the success of the campaigns as a whole.

A separate graph of outcomes by category in a clustered column format instead of a stacked column format allows for better visualization of failures per category. When looking at the clustered column graph, it is easy to see that failures amount to about half of the amounts of successes. While it cannot be concluded with accuracy, it is a better representation of the outcomes.