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Crowdfunding case

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# Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

## Based on data compilation from about 10 years long (2010-2020), we can observe that most campaigns (76.3%) are conceived in USA and 43.7% historically in this country.

## Every campaign statistically has a 56.6 % of possibility of success and it has a better chance to succeed if it is related to Theater or has more support from its public.

## It’s very remarkable that a country with a huge population as China has a barely noticeable participation. And it’s even more evident considering that a Chinese platform like Tiktok has opened the possibility to its users all around the world to launch their own crowdfunding campaigns.

# What are some limitations of this dataset?

## This table is based on data obtained from only 7 countries, not necessarily the most representative sample of the world. So it open the possibility to take a more extensive and recent study, considering new and relevant platforms.

## It is unknown the information of the data source(s) used and how reliable they are.

## It’s also missing the name of the platforms taken in count for this analysis. This is very important, so we can know if we have a representative population of this kind of apps and its social impact.

# A screenshot of a black screen Description automatically generated with low confidence

# What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

The next few tables could be considered:

## Participation per country through the years.

## A first approximation of the impact on the title (blurb) and its outcome.

## A pie chart could be created to appreciate more properly each country participation.

## Calculate some additional statistical values, like: mode, variance, z-score, etc.

## This additional data could be useful:

## In this kind of projects, it´s important to track the results of each one and their impact.

## How long does it take for a campaign to be accepted, the time gap from being successful up to the financial process.

## Does the background of the participants are correctly evaluated for their reliability regarding its topic.

## Evaluate more indicators that can revealed reasons why a campaign succeeds or failed: fundraiser’s human capital, project location, team size, investor’s experience, project quality and the interactivity on the crowdfunding platform.

## Who are behind each crowdfunding companies to evaluate their commitment to specific causes or transparency through the whole processes.

## If the blurb is clear by its own and what is its impact in the success or not of a campaign.

## Make a case study about extremely remarkable campaigns through the years and platforms.

## Differences between crowdfunding apps or platforms.