**[Report] Crowdfunding Data**

Sam Nelsen

June 5, 2023

**Conclusions**

* **More overall and successful crowdfunding campaigns are created in the United States.** The United States drove the most successful campaigns total (436 campaigns, 77% of all successful campaigns) and most number of campaigns total (763 campaigns, 76% of all campaigns).
* **Theater plays had the most overall and successful campaigns.** Theater play campaigns had the highest number of campaigns and most successes. The best time to do a theater campaign is September and June, when successes are highest and failures are lowest. Beware of May though - there is a spike in failures and dip in successes.

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| * **Campaigns may be more successful when listing during June, July, and September**. Looking across all categories, the best time to list your crowdfunding campaign would be when there are the most successes and the fewest failures in the data provided. That means the best time to create your campaign would be June, July, and September. The worst time would be August or May, when successes dip and failures spike. |

**Limitations**

* **Not enough data.** Certain categories do not have enough data to draw conclusions that represent an entire population. For example, we only have 3 world music campaigns and all three of them were successful. Does that mean world music has a 100% success rate and is a guaranteed success? I don’t think we can make that leap with only 3 data points.
* **Data is too vague.** There is currently a “blurb” column in the data that is difficult to tell what the data is exactly describing. But, I wish that column gave more specifics as to what was entailed in each campaign beyond the parent and sub-categories. With this information, we might be able to find more granular or insightful ways to categorize each campaign.
* **Unsure of campaign quality.** Another thing missing from this data is the quality of the campaign and/or the campaign’s merchandising. Trying to raise funds for a 5-minute play that has a one sentence description would look differently from a more built out product and explanation, and you’d draw different conclusions based on whether they were successful or not.

**Opportunities for Additional Insight**

* **Average Donation.** It’d be interesting to normalize the currency of the average donation column and see if there’s any relationship between successful campaigns and donation amount. If we normalize all currencies to USD, we could create a histogram of all subcategories on the x axis and the average donation amount per successful campaign on the y. We could create another chart where we look at the average donation per failed campaign as well if we wanted to compare.
* **Campaign Time Live.** It’d also be interesting to look at how long a campaign was live and see if there’s any relationship between time live and success. We could create a column in the ‘Crowdfunding’ tab and just subtract the ‘Date Ended Conversion’ column from the ‘Date Created Conversion’ column to get the total days live. From there, we use the total days live as the y-axis of another histogram and have the successful campaigns per subcategory along the x-axis.