**Crowdfunding Analysis**

By: Anna Dyar

**Conclusions:**

Crowdfunding is a popular way to raise funding for projects worldwide. Crowdfunding can be applied to a wide variety of projects from visual and performing arts to technology to restaurants.

Theater was the most represented category in the given dataset, with plays being just one of twenty-three subcategories but representing 34.4% of all campaigns. Interestingly, plays remained the most highly represented sub-category of campaigns when filtered across countries, while other sub-categories of campaigns varied widely in both number and success of campaigns in countries worldwide. This may suggest that other categories and subcategories are highly dependent on cultural norms and preferences, which appears especially true in the music categories, where the success rates appear highly dependent on country. This may also suggest a lack of other funding sources for theater art or preference toward small donor funding for playwrights and producers.

Campaigns seeking $15000-$35000 as their goal were the most highly successful with 100% of campaigns in the $15000-19999, $20000-24999, and $30000-34999 categories successfully funded, and 79% of those between $25,000-34,999 funded and 0% cancelation rates in each of these goals groups. The $15000-35000 range may be optimal for campaigns when considering their goal in crowdfunding, as the higher and lower ranges presented more variable rates of success, failure, or cancelation.

The data presented in Pivot Table #3 appears to suggest that campaigns created in July were more successful with the highest number of funded campaigns. However, this was highly variable when filtered by year and does not account for variability in the end dates for these campaigns or the percentage rate of funded campaigns by date. Further analysis is needed to draw conclusions in this area. An analysis of percentage of campaigns funded by end date and analysis of length of campaigns may be more beneficial in analyzing campaign timing.

Of note in the statistical analysis of the number of backers in successful and failed campaigns, data is positively skewed, with median backer count of 201 and 115, respectively. The mean is skewed positively in both cases, with a high number of outlying campaigns with large numbers of donors. The successful campaigns showed higher variability in the number of donors, suggesting some successful campaigns may have benefitted from a few donors making larger contribution along with campaigns with a high number of small donors.

**Limitations:**

While each campaign’s country of origin and currency data are collected, donor location is unaccounted for which may limit important tracking of funding sources for campaigns to target backers in specific areas. Further information and data on the creators’ networks and distribution of campaign information may be necessary to suggest more conclusively what makes campaigns successful. Data on timing of donations could also be helpful in analyzing trends in timing of backing donations toward the beginning, middle or end of campaigns.

As stated above, additional pivot tables and pivot charts analyzing percentages of campaigns funded by end date and percentage funded by length of campaign may be beneficial. A line graph or bar graph (vs stacked bar graph) could be good visual representations of this data to better compare successful vs failed or canceled campaigns, rather than overall number of campaigns.