**Crowdfunding Analysis**

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A lot can be said about crowdfunding and what makes successful campaigns. Based on the data collected and observed, success can vary depending on the funding goal amount, with odds of success decreasing when the goal amount increases in size. There may also be a correlation to the category of crowdfunding as seen with film and video having the greatest success to failure ratio compared to the other categories measured. Additionally, it looks like the odds of success can vary between months of the year as seen with the increase of failed campaigns in August specifically.

Some limitations of the data set include that the amount is not currently all converted into one currency which could impact the overall success to failure ratio. Were these campaigns allowing global backers or just backers from the country of origin? There also isn’t a record of when the crowdfunding donations were made in respect to launch and deadline date. With that kind of data we could see where in the timeline the goal was met if the campaign was successful to make projections.

Some possible tables or graphs that could be considered are looking at the duration of campaigns from start to deadline and see if that impacted a campaign’s success. You could also look at a campaign’s country of origin based on currency and see if that impacted success at as well.