Crowdfunding Report

Conclusion:

1. Crowdfunding campaigns are typically successful with about 57% of the total number campaigns in the data set meeting or exceeding their goals. A very small 6% percentage of the campaigns are canceled while around 37% did not meet their crowdfunding goals.
2. Theater, more specifically - plays, appears to be the most popular category with the highest success for the crowdfunding goals as well as highest failed campaigns. Almost 80% of the crowdfunding campaigns related to theater and plays are in the United States as well. Overall, crowdfunding appears to be a popular concept in the United States as the dataset shows that the US has more than 75% of the campaigns.
3. Most of the projects in the data set have a goal of $10,000 or less. However, the success rate appears to be consistently higher for projects that have a goal of greater than $10,000. This decreases once we have project goals of $50,000 or more.

Limitations:

1. It would be ideal to find and understand the reasons why crowdfunding campaigns are being canceled. Some are very close to the goals (up to 99% pledged) but get canceled.
2. It would be helpful to understand how the durations of each crowdfunding project are determined. This would help us observe how many days we can expect a project to meet its goals.
3. Gathering more data on what qualifies as a staff pick or spotlight and understanding the exposure or how each project is promoted or advertised to increase their visibility to encourage more backers to pledge.
4. We have no information on the demographic region for each project in the data set. Are projects from the poorer regions affecting the success rate of the project goals?

Possible graphs or tables:

1. A table/chart which compares the duration of the crowdfunding project to the success rate. This would help us understand how long the average project takes to meet its goals.
2. A table/graph which compares the crowdfunding to the subcategory. This would help us get more insight on what projects are not able to meet their goals and when it happens.