Module 1 Challenge

Crowdfunding Analysis

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An analysis was completed using 1,000 sample crowdfunding projects to identify helpful trends for success. Future entrepreneurs could reference prior to engaging in a new crowdfunding project.

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

1. Most crowdfunding campaigns were for projects in film & video, music, and theatre. All were over 50% successful, and highest sub-category being “plays”.
2. Number of campaigns ran did not significantly increase from 2010 through 2019. More campaigns and successful ones are in summer (June/July)
3. Highest percentage of successful campaigns had goals between $15,000 and $35,000.

**What are some limitations of this dataset?**

Locations are too broad. They are identified and can be filtered by country, but when looking for funding for organization or interest that may be more regional or local, these samples may not align with outcomes as well.

Information provided has limited details on the product or initiative, so it may be difficult for others to see like comparisons.

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

Length of the campaigns would be good to evaluate with comparison to success rate. The dates of each campaign launched, and the deadline, were included in data.

Average donation per project were calculated but not charted. That would provide insight in setting goals based on average donations in the same category.

Break down data by locations, and if the additional data was collected, we could evaluate project more specific to locations for comparison.

In addition, collecting data on location or region of the backers may improve focus on where to target them if applicable for products or projects.