­­­­­­Decemeber 28, 2023

Crowdfunding Analysis

# Wilian Ushca

# Introduction

Crowdfunding platforms like Kickstarter and Indiegogo have been frowning in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive, funding the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects to discover the “trick” to finding success. In this project I organized and analyzed a database of 1,000 sample projects to uncover any hidden trends.

# Data Description

Using a .zip file database that was generated by edX Boot Camps LLC

# Analysis

# Three conclusions about crowdfunding campaigns

Throughout analysis of the given pivot tables (looking at the outcome of success) we see that there is more action in all of [canceled,failed,live,succesful] during the summer months from The ending of may all the way towards the beginning of August.

We can also see how throughout all the categories, most of the campaigns that were launched were in the theater/plays category. Not to mention most of the campaigns in this category resulted in a successful outcome, while the second majority is a failed.

Lastly the third conclusion could be seen in the ‘Parent Category Outcome’. We notice that all the countries in this data frame prefer a category of fil and theater, however in Switzerland ‘CH’’ we see that this country is the only country who prefers to launch music campaigns rather than the popular ‘film/theater’ category.

# Limitations of the dataseT

Some limitations of the dataset can include missing data, potential biases, and data collection issues. For example, if campaign outcomes are missing for certain categories of campaigns, this could skew the analysis of success rates.

# Other tables and graphs

Success Rate By Funding Foal Range

We can create a bar chart or grouped bar chart, to help identify whether campaigns with certain funding goals are more likely to succeed. It provides insights into the relationship between funding goals and success rates.

Campaign Duration vs. Success Rate

We can also create a scatter plot or line chart to help show if there’s a correlation between the duration of a campaign and its success rate. It helps in understand whether shorter or longer campaign tend to be more successful.

Category-Specific Success Rates

Lastly another visualization could be a stacked bar chart. Which will provide us with insights into the relative performance of different campaign categories. It can reveal which categories have higher success rates and which face more challenges.

# Statistical Analysis

Looking at the data and the pivot charts the mean would better summarize the data points because it if more in range to the data points, and also eliminates the outliers.