Crowdfunding Data Analysis

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Conclusions

* July is the most successful month for crowdfunding completion. Followed shortly by Jun.
* Plays are the single most successful crowdfunding category by a large margin.
* 42% of crowdfunding goals are cancelled or fail at their goal.

Data Limitations

* 2020 Data only includes January, this data is only from before Covid 19
* The data does not include more current data

Recommendations

* Create another table that shows outcomes based on whether the project was a staff pick or not.
  + This will show whether the actions of staff have any major impact on the outcomes of crowdfunding projects.
* Create another table that shows outcomes based on if the project was featured.
* Create another table that shows the length of time each crowdfunding project and whether time of crowdfunding campaign impacts outcomes.