MODULE 1 CHALLENGE: REPORT

**Crowdfunding platforms**

Crowdfunding is a way of raising money for a variety of projects, in particular crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s.

For this project we organized and analyzed a database of 1000 sample projects to discover hidden trends. The crowdfunding platform used for data collection had 1,000 campaigns across a variety of categories, including technology, food, creative arts, and social impact.

For the analysis we calculate how much money a campaign earned in relation to its initial funding goal, how much each project sponsor paid on average, we created dynamic tables to analyze how many campaigns were successful, failed, canceled or are currently active by category and subcategories, in addition to filtering them by country.

This led us to the following conclusions:

Crowdfunding campaigns with higher funding goals tend to attract more backers. This is probably because campaigns with higher funding goals tend to be more visible and have more resources to promote their campaigns.

The success rate of crowdfunding campaigns varies depending on the category of the campaign. For example, crowdfunding campaigns in the creative arts category have a higher success rate than crowdfunding campaigns in the technology category. In this way we can say that crowdfunding campaigns with higher financing objectives usually attract more sponsors.

There is more variability in the number of sponsors for successful campaigns than for unsuccessful campaigns. This indicates that the number of sponsors of successful campaigns is more distributed, some campaigns have a very large number of sponsors and others have a very small number of sponsors.

There is a significant overlap in the number of backers of successful and unsuccessful campaigns. This suggests that there are some campaigns that are successful with a relatively small number of backers, and others that fail with a relatively large number of backers.

The limitations that we have seen in this data set are that.

It does not include information about the type of crowdfunding campaign, industry, or funding objective, nor does it include information about the demographics of the backers. In addition, the data set does not include information about the marketing strategies used by the campaigns and information about the rewards offered.

Some other possible tables or graphs that we could create that would give additional value would be:

A scatterplot of the number of backers versus the funding goal. This scatterplot would show the relationship between the number of backers and each campaign's funding goal, as well as help identify trends and patterns, such as whether campaigns with higher funding goals tend to attract more backers.

A boxplot of the number of patrons for different genders. This boxplot would show the distribution of the number of backers for different genres of crowdfunding campaigns, as well as helping to identify genres that tend to have more or fewer backers.

A histogram of the number of sponsors. This histogram would show the distribution of the number of backers for all campaigns, which would help identify the most common number of backers and the range of possible values.

A world map of the number of sponsors by country.

This world map would show the number of sponsors of crowdfunding campaigns in different countries, this would help us identify the countries with the most and least crowdfunding activity.

And finally, chronology of the number of sponsors over time. This timeline would show the number of backers of the crowdfunding campaign over time which would help us identify trends in crowdfunding activity over time.