**Crowdfunding Analysis**

**Conclusions:**

Completing the analysis, we quickly discover the most robust categories were theater, music, and film & video. Theater had the most projects present in the dataset, with 344 projects and nearly a 55% success rate. Music had a 57% success rate out the 175 projects present. Lastly, film & video also had a 57% success rate with 178 projects present. These categories of crowdfunding initiatives showed good viability, with over 50% success. However, smaller categories which had lower than 100 projects present still showed great success rates. Journalism, with only four projects listed, had 100% success rate. However, sample size is too small to take seriously. Photography had a 62% rate of success, 42 listed projects. Publishing had 60% with 67 listed projects, and technology with 66% success, with 96 projects. Overall, the crowdfunding projects were able to meet their funding goals with 57% success. ***Technology having the highest rate of success, while theater has the most successful projects.***

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| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 11 | 60 | 5 | 102 | 178 |
| food | 4 | 20 |  | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| journalism |  |  |  | 4 | 4 |
| music | 10 | 66 |  | 99 | 175 |
| photography | 4 | 11 | 1 | 26 | 42 |
| publishing | 2 | 24 | 1 | 40 | 67 |
| technology | 2 | 28 | 2 | 64 | 96 |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

The success of projects increased in the summer months of June and July. During these months, there is more traffic all over the world. For example, families take majority of their vacations during this time because school is out for the summer. Major cities experience an inflow of new visitors which could bring more eyes on these crowdfunding initiatives. People become more connected, and ideas become expressed. This may be why June and July have a greater number of successes. ***And depending on when you start, it may be the difference between receiving funding, canceling or failing all together. So, when a project is launched should be considered and analyzed even further.*** Geographically, United States accounted for 763 of the 1000 crowdfunding projects (76.3%). The place where the project was launched showed no reliable conclusions or connections.

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| --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **successful** |
| Jan | 6 | 36 | 49 |
| Feb | 7 | 28 | 44 |
| Mar | 4 | 33 | 49 |
| Apr | 1 | 30 | 46 |
| May | 3 | 35 | 46 |
| Jun | 3 | 28 | 55 |
| Jul | 4 | 31 | 58 |
| Aug | 8 | 35 | 41 |
| Sep | 5 | 23 | 45 |
| Oct | 6 | 26 | 45 |
| Nov | 3 | 27 | 45 |
| Dec | 7 | 32 | 42 |

The goal amount being reached showed strange results. You would think the smaller amount would do well. ***However, amounts $15,000 – $34,999 having an 80% to 100% success rate. If we can receive more data for these goal amount ranges, we could prove if this is the sweet spot for goal amounts for campaigns.*** But the sample size is quite small to make it a reliable conclusion. Amounts $0 – $9,999 had a huge sample size and averaged a success rate of 65% which is still very good. With the differences in sample size per goal amount, you can’t reliably compare these different ranges to each other.

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Goal | Number Successful | Number Failed | Number Canceled | Total Projects | Percentage Successful | Percentage Failed | Percentage Canceled |
| Less than 1000 | 30 | 20 | 1 | 51 | 59% | 39% | 2% |
| 1000 to 4999 | 191 | 38 | 2 | 231 | 83% | 16% | 1% |
| 5000 to 9999 | 164 | 126 | 25 | 315 | 52% | 40% | 8% |
| 10000 to 14999 | 4 | 5 | 0 | 9 | 44% | 56% | 0% |
| 15000 to 19999 | 10 | 0 | 0 | 10 | 100% | 0% | 0% |
| 20000 to 24999 | 7 | 0 | 0 | 7 | 100% | 0% | 0% |
| 25000 to 29999 | 11 | 3 | 0 | 14 | 79% | 21% | 0% |
| 30000 to 34999 | 7 | 0 | 0 | 7 | 100% | 0% | 0% |
| 35000 to 39999 | 8 | 3 | 1 | 12 | 67% | 25% | 8% |
| 40000 to 44999 | 11 | 3 | 0 | 14 | 79% | 21% | 0% |
| 45000 to 49999 | 8 | 3 | 0 | 11 | 73% | 27% | 0% |

**Limitations:**

The data had columns with no meaning. They could have been valuable insights within these columns. “Staff\_pick” and “spotlight” had no true significance in the analysis. The only results in these columns are “true” or “false” not giving us much.

How have they handled discrepancy in the currency? Was the currency converted in USD or into pounds? Or is it still in its native currency?

Some categories have a low sample size so we can’t take the information as fact without more data to support it. If more projects within the $15,000-$35000 goal amount were given, we could prove if that is an actual sweet spot for crowdfunding campaigns.

**Additional Information**

* More analysis on the backer count vs the goal amount could give good insight if certain number of backers can better chances of success
* The duration of the campaign vs outcome
* The marketing budget may affect the exposure the campaign has; however, no information was provided.