**Crowdfunding Analysis**

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**Trends**

This author organized and analyzed a database of 1,000 generated sample crowdfunding campaigns in order to uncover any trends. Given the data reviewed, the following conclusions can be made. In terms of a campaign’s parent category, journalism initiatives have a one hundred percent crowdfunding success rate. Regarding a campaign’s sub-category, audio and world music initiatives have a one hundred percent crowdfunding success rate. When it comes to date, a crowdfunding campaign that starts in June is the most likely to succeed.

The dataset used has limitations. There was not equal representation amongst campaign categories and subcategories. In categories, there are only four journalism campaigns compared to 344 theater campaigns. Similarly in sub-category, there are only three world music campaigns compared to eighty-five rock campaigns. Journalism’s one hundred percent success rate is hard to rely upon due to the small number of campaigns analyzed compared to campaigns of other categories.

This author suggests creating tables and graphs that use percentages as opposed to count. A count of how many successful campaigns is not meaningful on its own. For example, the line graph that shows count of successful campaigns by month peaks in July. Still, June is a more successful month as a greater percentage of campaigns succeeded. Additionally, this author thinks that an analysis of average donation would be helpful. Insights around average donation may help to guide an organization in how much it asks from each prospective donor.

**Statistical Analysis**

This author further analyzed the data and looked at number of campaign backers. In the dataset used, median summarized the data more meaningfully than mean. The values for number of campaign backers are not clustered around the average and therefore median is a better choice. In terms of variability, there was more variability with the number of campaign backers for successful campaigns than backers for failed campaigns. This makes sense as the maximum number of campaign backers is much higher [7,295 backers] than the maximum number of backers of failed campaigns [6,080 backers], yet the median number of backers are closer [201 and 114.5 backers respectively].