Conclusion 1: Of all crowdfunding, around half succeeded (53%).  Crowdfunding works better in Theater (77%), Music (60%), Video (58%) area while it doesn’t work in Journalism (0%) or Food (0.17%).

Conclusion 2: Crowdfunding is more popular in US (whooping 74%). Next country in list is GB (15%). Data is mostly from North American and European countries along with Singapore and Australia.  No data from South America, Africa.

Conclusion 3: Most projects opens during summer months and get finished before fall.  This includes Australia as well, which is in southern hemisphere and peak of projects is in January, which is summer. Most number of projects have duration of 21-30 days (56%).  This trend is true for all outcomes – successful, canceled, failed or live.  Around 2/3 projects finish within 1 month.

The data sample has scattered data all over.  Tried to plot co-relation between ‘duration and pledged’ or ‘goal and duration’ or ‘backers count and pledged’.  However, didn’t get any trend or good correlation.

Not sure why this data doesn’t have entry from Southern America or African countries and only one from Asia.  Is that a limitation for the website (not available in those countries)? Or crowdfunding is not at all happen in these countries?

We can create graphs based on duration of project (I have created two in additional sheets).

Note: I’ve created two sheets for ‘Date Created’ pivot. First one is created based on dates without considering the offset from GMT. Second one is created based on dates considering the GMT offset. In the original data sheet (marked as ‘Data’ in my excel), I’ve created column ‘Offset’ and populated data based on countries (considered one timezone for US, one timezone for Canada for ease).

Between two pivots, there are some data changes in some buckets due to the offset (items which fall on last date or first date of months), but overall the graphs look similar.