Crowdfunding

Based on the crowdfunding campaigns, the top 3 campaigns are focused in Film&Video, music and theater. Even though with the number of projects done with these 3 categories are way higher than other categories such as publishing, technologies, journalism, but the percentages of successful outcome are only slightly higher than 50%. One category has an 100% successful outcome, which is journalism, but with only 4 campaigns, it is very limited sample to draw an accurate conclusion about success or failed of its future campaign. Some examples of the limitations included about 76.3% of all campaigns are from the US, the seasonality of the year are different among all the countries, and so that is not a reliable factor in determining successful and failure outcomes of the campaign. The smaller the budget goal set for a campaign, the more successful the campaign turned out because it is more affordable then setting up a huge goal and less likely to have any supporters backed it up, hence prone to more failure or just not enough data to support.

We can use histogram chart to determine the relationship between number of backers in relation to the outcome of the campaigns to get an idea if the number of backers count is effective in predicting the outcome of the campaign.