

Crowdfunding Report

The first conclusion for this data is that the more backers per campaign, the more likely the campaign is to succeed. The second conclusion to this data is that the higher the goal, the more likely it is to fail. For goals above 50000, only 37% were successful. The third conclusion is that campaigns are more successful if started in June or July.

The first limitation to this dataset is that we have significantly less data for some currencies. DKK only has 31 campaigns which is by far the lowest amongst the currencies. An additional limitation is we are not provided with background information on “spotlight” and “staff pick”.

I believe a bar graph with the data under the country tab would be useful and could help us determine how often campaigns succeed in certain areas. A histogram would also be helpful with the backers datasheet.