Crowd Funding Campaigns

Figure 1. Crowd Funding Campaign Support by Category and Outcome

Figure 2. Crowd Funding Campaign Support by Sub-Category and Outcome

This data support crowd funding to be directly proportional in relation to success versus failures.

Figure 3. Crowd Funding Campaign Outcomes by Time of Year

**Results**

Figure 1 supports that project categories in the entertainment industry (film, video, music and theater) experience the greatest number of crowd funding supporters. Figure 2 upholds a direct proportional relationship (also evident in Figure 1), between successful and failed campaigns, despite the number of supporters. Figure 3 shows the summer months as the ideal time target for a crowd funding campaign to succeed, given the increase in successful campaigns and simultaneous decrease in failures.

**Limitations**

This data lacks demographics. No information regarding the supporters or the campaign hosts, is provided. A significant portion of crowdfunding supporters are shown to contribute to the entertainment industry. Collecting demographic data on these supporters could provide insight as to what other categories can capitalize on to boost their support popularity. Additionally, acquired data on the supporters will allow marketing campaigns to target these audiences efficiently to secure more funds.

None of the failed or cancelled campaigns provided a reason regarding their demise. Several organizations that achieved their financial goal, did not succeed in their campaign. Collecting this information can provide a map of milestones on the pathway to success or alerts to unforeseen consequences that may not present as obvious opportunities or pitfalls on the campaign trail.

Variability is vast in this analysis. A number of the categories are unrelated (food trucks versus films) where the parent and sub categories pose different vulnerabilities. Food trucks can be subject to food shortages, and foodborne illness outbreaks that would not inhibit film and entertainment fundraising. Whereas copyrights, politics and weather patterns could impede the film industry without obstruction to the food industry.

**Crowdfunding Goal Analysis**

Table 1. Crowdfunding Goal Analysis: Campaign Success Stratified by Fundraising Target

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Goal | Total Projects | Successful | Failed | Canceled | % Successful | % Failed | % Canceled |
| <1000 | 51 | 30 | 20 | 1 | 59% | 39% | 2% |
| 1000 to 4999 | 234 | 191 | 38 | 2 | 82% | 16% | 1% |
| 5000 to 9999 | 317 | 164 | 126 | 25 | 52% | 40% | 8% |
| 10000 to 14999 | 9 | 4 | 5 | 0 | 44% | 56% | 0% |
| 15000 to 19999 | 10 | 10 | 0 | 0 | 100% | 0% | 0% |
| 20000 to 24999 | 7 | 7 | 0 | 0 | 100% | 0% | 0% |
| 25000 to 29999 | 14 | 11 | 3 | 0 | 79% | 21% | 0% |
| 30000 to 34999 | 7 | 7 | 0 | 0 | 100% | 0% | 0% |
| 35000 to 39999 | 12 | 8 | 3 | 1 | 67% | 25% | 8% |
| 40000 to 44999 | 15 | 11 | 3 | 0 | 73% | 20% | 0% |
| 45000 to 49999 | 11 | 8 | 3 | 0 | 73% | 27% | 0% |
| >= 50000 | 313 | 114 | 163 | 28 | 36% | 52% | 9% |

Figure 4. Crowdfunding Outcomes based on Target Goals

Statistical Analysis: Campaign Backers and Outcomes

Table 2. Summary Statistics: Backers of Failed Campaigns

|  |  |
| --- | --- |
| **Statistic** | **Statistic value** |
| Mean | 586 |
| Median | 115 |
| Min | 0 |
| Max | 6080 |
| Variance (sample) | 924113 |
| Standard Deviation | 961 |

N 365

Table 3. Summary Statistics: Backers of Successful Campaigns

|  |  |
| --- | --- |
| **Statistic** | **Statistical value** |
| Mean | 851 |
| Median | 201 |
| Min | 16 |
| Max | 6465 |
| Var (sample) | 1606217 |
| Standard deviation | 1267 |

N 566

In Table 2 and Table 3, the mean compared to its respective median is not equal, nor are they even considerably close. In Figure 1, the entertainment industry showed a generous advantage in campaign contributions over other categories, therefore it is not unexpected to visualize a skew to the right in the summary statistics. In Table 2, the mean indicates that out of 365 unsuccessful campaigns, the average number of backers was 586, however the midpoint of the number of backers is 115. This relationship indicates a skew to the right, with the median as a more trusted descriptor. In Table 3, the mean indicates that out of 566 successful campaigns, the average number of backers was 851, however the midpoint of the number of backers was 201. As with the unsuccessful backers, the successful backers are also skewed to the right. This can be explained from Figure 1, where there is a direct proportionate relationship between success, and failure of campaigns, regardless of the amount of financial support. The median, in both circumstances, would be a more trusted measure. The variance in both samples indicates the data points are distant to the mean, with expansive spread. This supports the direct proportionate relationship between success and failures, and why this is evident in both successful and unsuccessful campaigns.