Crowdfunding Data Analysis

One potentially surprising thing that can be observed by looking at the data we’ve been given is that there are a LOT of plays being crowdfunded. Whether this is a representative dataset or not is debatable but over one third of all projects provided for us to work with come from the category of theater. We also see a sweet spot within our dataset between the goal totals of 15000 and 25000; we observed zero failed campaigns in that range, perhaps an anomaly but it is very interesting to see the rate of failed campaigns fluctuate below that range and rise steadily as goal amounts grow above 25000. Lastly, nearly half of all failed crowdfunding projects did not even reach the 100 backers mark. This is significantly less than on the successful side, where less than 20% of projects are backed by fewer than 100 participants.

One limitation of our dataset is that we are looking at data from just 7 countries. Ideally, we would have data from as many countries as possible to analyze as diverse a dataset as possible.

It would be interesting to see a chart with data for which types of crowdfunding campaigns are most common in different countries. This would help us determine if our dataset is diverse enough to draw blanket conclusions about crowdfunding or if we should expand our data collection further abroad.