**Crowdfunding Clarity**

*An analysis of 1000 crowdfunded campaigns for the UC Berkely Data Analytics Bootcamp*

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In trying to gain clarity on what works – and what doesn’t – when launching a crowdfunding campaign, 1000 random projects were analyzed by category, launch date, and funding goal to determine whether these factors contribute to a project being funded to 100% of its requested goal. The findings:

**Crowdfunding is a legitimate way to raise money for a project.**

Raising money for a project, whether in food, film, or photography, succeeds more often than it fails. For all the projects analyzed, the success rate was over 64%. All but two categories were funded more often than not. And these high success rates remained, even as funding goals rose.

According to [*SPD Load*](https://spdload.com/blog/startup-success-rate/), about 60% of companies that reach pre-series A funding ($5,600) fail to make it to Series A ($15,700). In other words, you are more than twice as likely to be fully financed via crowdfunding, than through more traditional investment.

**Technology Projects are where the dollars are…and Gaming is where they’re not**

Among categories with more than 40 projects analyzed, the most successful were in Technology. Campaigns focused on the “Web” succeeded 71% of the time, while “Wearable” projects were fully funded 62% of the time. Meanwhile, campaigns centered around “Gaming” succeeded just 44% of the time.

**Home Runs in the Theater**

Much of the analysis centered on whether a project met its funding goal – or not. But a few crowdfunding campaigns FAR surpassed their funding goals. The 344 theater projects generated 66462% of their funding goal – more than twice the money raised by the next highest category.

**More insights are possible here. But they would require some additional charts/data. For example:**

**Sample Size Issues**

In several cases, conclusions can’t be drawn due to a small sample size. For example, journalism projects met their funding goal 100% of the time. But with only 4 projects, there probably isn’t enough data to know, for sure, whether they are excellent crowdfunding candidates. Similarly, The data makes it look like the 10,000-14,999 goal range is more likely to yield an unsuccessful campaign. But with only 9 projects in this range, we’d need more data to support that conclusion. In fact, more data is needed for ALL RANGES above 10,000 to draw any strong conclusions there.

**Overfunding Info**

This dataset contains information for projects funded in excess of 100%. Yet the analysis doesn’t dive into any correlation between a campaign and whether it exceeded its goal. Some additional tables/charts might establish a connection between projects that receive the most finding – regardless of goal.