Report: Crowdfunding Campaign Conclusions

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Conclusions

The United States is the dominant country in overall number of campaigns participating in the study.

The data suggests that in all the years (2010-2020) the success rate in June and July are at peak in activity.

The theater plays are the overall most requested crowdsource option.

Limitations of the data

The bar graph may not accurately reflect success rate because it is observing the most sought-after campaigns, but neglects the relationships between the outcomes (Success, Failure, Canceled, Live).

The line graph can be deceptive because it can conclude that campaigns are the most successful in summer months. If you filter between single years, not every year the number of successful campaigns occurred in the Summer.

Possible Solutions

We can add the “Outcome” to our “Axis category” to enumerate relationships of successful and failed campaigns between the “subcategories”. We can also move the “subcategories” from our axis, make “subcategories” our legend, and only show the count of outcomes in our axis. With this restructure of the data output, we can better visualize if a campaign category was more or less successful than it was unsuccessful. Some examples I found were to apply this new structure of data to a pie chart which can show the percentage of campaigns that were successful versus unsuccessful in the whole population.