Analysis of the crowd funding research

Intro

In this dataset it collected the crowdfunding for different start ups it included the goal for the pledge amount, the amount pledged and how many was successful, failed, cancelled and are still live. From this we can extrapolate a lot of data.

From the stacked bar graphs that was made for the parent category and the subcategory. we can see that theatre had the highest of each category. had the highest amount of crowd funding with the highest amount of successful and failed campaigns. With music and film & video being the joint second highest.However due to the structure of them, aka individual artists hoping to get funding for their project this would make sense against the other category’s (food, games, journalism, photography, publishing, technology) as they more company funded rather than crowd funded such as journalism and publishing with known newspapers/websites and technology and games with already heavy backing from their parent company’s (such as Microsoft’s recent announcement to help indie game publishers (<https://developer.microsoft.com/en-us/games/articles/2023/03/gdc-2023-microsoft-xbox-powering-games-empowering-creators/>). This is further supported by the subcategory being majority plays

The outcomes against the category’s

The outcome against the subcategory

Another point you can see from the data is that it’s very, very varied when it comes to the goal and how much was pledged. with a lot of the data being from either end, however one instance could be made for that there are more goals that are 50,000+ for failed crowd funds than there is for the opposite suggesting that slightly smaller goals are vital in getting a project off the ground.

However, with any data set there are always limitations such as it being collected in so many different countries for such a small data set due to the different currencies, the different ethics regarding funding projects as well as what each country needs on an individual level.

Regarding the graphs and data set I would of polled more data or stuck to one country and eliminated very egregious outliers that would affect the true validity of the data