Crowdfunding Report 1

**Three conclusions**

1. When you examine all parent categories in this crowdfunding data that have completed their campaign, it appears that typically, just over half are successful. Below you can see that campaigns tend to lean toward more successful than unsuccessful but usually not by a significant margin.
2. It appears that campaigns that begin in mid-summer (July) have a higher rate of success compared to the rest of the calendar year. Conversely, the month of August seems to show a noticeable decline in campaign successes while also showing an increase in both failed and cancelled campaigns in the same month.
3. Finally, there is a notable maximum number of overall campaigns in the parent category of “plays”. In fact, there are nearly 4 times more campaigns categorized under “plays” than the next highest category, “rock”.

**Limitations from the Data**

One of the greatest limitations in this data is not knowing how much time and money was spent for each campaign to recruit backers. This could skew our data quite dramatically.

The other limitation is the reason for canceled campaigns. It’s possible some are canceled because they don’t see a path to success but some could be canceled for other reasons that have nothing to do with how the number of donors and donation sizes have evolved over time. This may give a false perception that more campaigns fail or are canceled before failure than is true.

**Other possible tables and what value they would provide**

I think a great table to make would be to examine out of all subcategories together, over the course of a year (all months), what are the average donations. This could help someone plan their campaign and perhaps indicate what months their campaign could get higher average donations.

Also, it may be interesting and helpful to examine the rate of success and failures based on the average donations over the course of campaigns. This could help someone planning a new crowdfunding strategy to suggest a certain amount from their backers that is shown to lead to ultimate success.