Crowdfunding Platforms – (Kickstarter / Indiegogo)

Growth in Success – Elements of Success – by Alessia Presotto

Given the provided data and analysis, there are at least three possible conclusions that we can draw from the presentation of data for crowdfunding campaigns.

To begin, the greatest activity is in the “theatre” category, where of all the categories given , it amounts to 34.4% of the number of crowdfunding campaigns , fully close to equal to the next two categories of “film & video” and “music” put together at 35.3% . And the remaining categories of “food” , “games” , “journalism” , “photography” , “publishing” , “technology”, all amount to the remaining 30.3% of activity .

A second conclusion that can be seen from the subcategories is that there are 2 outliers, each at either end of the subcategories spectrum – “plays” and “journalism”. These two outliers represent the maximum of 34.4% (“plays”) and minimum of 0.4% (“journalism”). Interestingly, the subcategory of “plays” is originally represented as the “theatre” category, and is the largest subcategory. Also, the smallest subcategory of “journalism” is unchanged as the “journalism” category.

A third conclusion is about the overall timing of the campaigns. The dating indicates that the month of July is when campaigns tend to be most successful. As opposed to the month of August when campaigns are less successful. Perhaps the crowdsourcing community contributes greatly for the month of July and is depleted for donations for any of the August campaigns. The month of August tends to have a high cancel rate as well as a high fail rate compared to the other months. Another sweet spot is the month of September which has the lowest fail rate so bodes well for campaign success and represents a rebound from poor August crowdfunding traffic.

One limitation of the dataset is the relatively small number of entries. There are 1000 examples of crowdsourcing campaigns which is a small portion of campaigns especially given the time span of roughly over a decade. There could be more examples included to give a more accurate sampling of crowdsourcing activity.

Some other possible tables and graphs that could be created might be to group the visual arts into a single splinter category that includes “theater” and “film & video” , since this is the most active grouping in our dataset . These entries could be analyzed at a more granular level, described by type of presentation. For instance testing for the success or fail rate of comedy , drama , horror , science fiction , children’s programming , as example suggestions. This would give producers a better understanding to what type of programming is more successful with crowdsourcing and whether pursuit of this model is worthwhile.