Crowd funding entertainment projects has became huge over the last decade in a half. Crowd funding is a way to fund projects that would normally never get off the ground. The data reveals quite a bit about crowd funding itself.

3 conclusions we can come up with from the data is that most projects aim to crowd fund less than $10,000, The biggest target goals ($50,000 & greater) have the biggest chance of failure, & that most of the projects are theater, film & video, & music-based projects.

Looking at the total projects separated by budget, we see that almost 55% percent look to raise between $1000 & $10000. This percentage goes up to about 60% when we also factor in projects that look to raise under $1000.

We have 305 target goals of $50,000. By far, these have had the biggest chance of failure & the highest rate of cancelation. Over 50% (163 total) have been failed crowd funding campaigns. In addition, 9% (28 total) have been canceled. The cancelation rate is similar to target goals of between $5,000 & $9,999 and $35,000 & $39,999. However only between 5,000 & $9,999 is comparable. This is because between $5,000 & $9,999 has a similar total amount of target goals. Meanwhile the target goal of between $35,000 & $39,000 only has 12 total projects, where one failure distorts the percentages.

When it comes to type of project, almost 70% (697 total) are the most common projects. Masic has 175 total projects, Film & video has 178 total projects, & Theater has the most at 344 projects.

Some limitations on this data set are that we don’t know when crowd funding projects became successful & if the project itself had any success. This is just because we are looking at funding goals. We have no way of knowing which projects would actually become successful. This would show more true success for the crowd funding in my opinion.

Another table & chart we can create is the amount of crowd funding projects per year. This would show if crowd funding overall is holding steady, increasing, or decreasing year over year.