Conclusions

1) Popularity of crowdfunding varies by industry and is more popular generally in theater, film & video and music industries. Particularly, most crowdfunding projects are plays which are a subdivision of the theater industry.

2) Moderatly priced projects with a goal of $15,000-$34,999 were the most likely to succeed, with projects with a goal of $15,000-$24,999 and $30,000-$34,999 having a 100% success rate.

3) The months of June and July have the highest count of successful crowdfunding projects.

Limitations:

We do not know how these projects were marketed. When considering the success vs. failure rate of crowdfunding projects it would be helpful to know if they were marked mainly by word of mouth, paid advertisement, celebrity endorsements, etc. to investigate if the marketing method contributes to outcome.

Recommended Other Tables/Graphs

We could calculate the length of the campaign in days to determine the correlation between length of the campaign and success/failure rate. Some campaigns ran for one day, some for a few days, some for a few weeks and some more than a month. It would be worth exploring what correlation if any there is between campaign length and outcome.