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Crowd Funding Analysis

From the crowdfunding campaign there are a few conclusions and future areas of analysis that can be made from analyzing the data. From this data Crowdfunding campaigns were successful slightly more than half the time. Crowdfunding for theater/plays is more common than in the other categories. There wasn’t a correlation throughout the year if Crowdfunding varied statistically throughout the time of the year, however successful was consistently the highest each month followed by failed and canceled. The sample size of the data had limitations whether there weren’t enough examples or data to draw any conclusions.

Crowdfunding was successful roughly half the time. This was determined from the total count of successful crowdfunding campaigns of 565 out of 1000. The campaigns failed 364 times, were canceled 57, and were live 14 times out of 1000. From this sample size crowdfunding was successful 56.5% of the time.

Within the crowdfunding campaign there was one parent category/sub-category that stood out on the count of outcome pages. This parent category was theater and plays within that sub-category. Theater/plays received 344 crowdfunding campaigns out of the 1,000. The 344 crowdfunding campaigns were consistent between the parent company of theater and 344 for the sub-category of plays. Twenty-three of the twenty-four other sub-category campaigns received the remaining 656 funding campaigns. Roughly one-third of crowdfunding campaigns went to theater/plays.

On the date created sheet a pivot table was created to show if there was any correlation between month of the year and whether a campaign was successful, failed, or canceled. From the graph it appears there wasn’t much difference between the count of outcomes and the month of the year. What was consistent throughout the months over years was that successful count was highest followed by failed and canceled being last each month. The count of outcome has a rather small sample size and larger sample size may be needed to see if there’s any difference throughout the year.

This data had certain limitations which could be seen on the parent and sub-category sheets. There weren’t a lot of samples within the different sub-categories with low counts for successful, failed, live, and canceled. The graph on the sub-category analysis sheet shows the low number of counts by each sub-category. Based on the data provided there’s a limitation in determining why each campaign was successful or failed other than from how many backers and amount of funding.

One area for additional graphs or investigation would be to analyze the average donation column to outcomes. This will be interesting to find if there’s any correlation between the average amount per backer to a campaign’s outcome. The value would be in finding out if there’s an average amount of funding that correlates to a campaign’s outcome. Another area of investigation would be to compare the percentage funded to the outcome of the campaign. An example would be comparing campaign outcomes on a bar graph that compares campaigns that received under 100% funding, 100-200% funding, and >200% funding. This information would be of value to compare the outcomes of underfunded campaigns to campaigns that met their goal or exceed their funding.