Crowdfunding campaigns are generally more numerous and successful if they revolve around the Arts in some way (Theater, Music, Film & Video) with Theater campaigns having the most failures but also the most successes out of all categories. We can also conclude that, among the music categories specifically, rock and indie rock music are easily the most common and favored genres for crowdfunding. Finally, overall, campaigns are more successful in the first half of the year (January – July) than the second half (August – December).

This dataset limited in that is a large sample but it is still a sample; there are thousands of crowdfunding campaigns on multiple different sites on the internet and we only looked at 1000. On top of that, most of the data comes from the US. I don’t know if this is because crowdfunding is simply more popular in the US or if this indicates some sample bias.

To provide additional analysis, we could look at the relationship between campaigns that had a staff pick, spotlight, or both in relation to their outcome to determine if these features have a noticeable impact on success. This would allow us to assess how useful these features are for helping a campaign reach their funding goal. We could also calculate the number of days a campaign was active in relation to its outcome. This would give some insight into the optimal amount of time a campaign should stay live to generate the most donations.

The number of backers from campaign to campaign varies extremely widely. The variance of backers count for both successful and failed campaigns is 1,603,374 and 921,757, respectively, with extreme standard deviations as well. Since both numbers demonstrate an outsize distance from the mean, it is apparent that the median is a much better figure to consider when looking at the data in summary.