Crowdfunding Analysis

It seems that crowdfunding is very popular when it comes to performative arts. This trend is strongest when it comes to stage theater production. However, while the amount of money invested is greater than the rest of the categories the rate of successful campaigns is about average for the dataset. The music portion of the performative arts data had an interesting and worldwide trend in both the amount and success rate of Rock music versus other genres. The tech funds, while on the low side as far as participation goes, seem to have the lead in success vs failure. Journalism is an interesting outlier with both the least amount invested overall and a perfect success rate as per the data presented. The trends for funding month to month over the years is all over the place. There seems to be a general bump in the summer months when the data set is stretched over the full stretch of years along with slight rises in the early spring and fall. I found it very interesting that the distribution of interest in the parent categories didn’t change that dramatically from country to country.

There is little to no data recorded here telling us the general economic health of each country. Any number of issues could influence the amount of disposable income people have to spend on ventures like this.

A more accurate picture of the duration of campaigns and the amount donated within that time would help paint a better picture. Were some funds cancelled too early? Did some stretch out too long? More data pertaining to how the funds were advertised would be useful too. Does an intimate, grassroots word of mouth campaign garner a larger overall sum than the far reach of internet based social media advertising? To piggyback that idea, a deeper dive into the regions and demographics of the donors would be an asset to the study. Are they mostly urban or rural? The internet gives and upper hand to the reach of the messaging. Are they old or young? Youth tends to be more active and passionate, but older people tend to have more disposable income to put towards a project. A chart showing the age of backers and the method used to reach them would help direct future programs to more efficiently use their time reaching prospective donors.