1. CONCLUSIONS

*“Getting funded on a crowdfunding website requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects to discover some trick for finding success.”*

When successful, failed, and canceled campaigns are organized by category, it is plausible to conclude that the distribution of successful campaigns for each category, except journalism, is comparable and insignificantly different. Journalism campaigns had a 100% success rate; however, it is important to consider journalism had significantly less campaigns and subsequently less opportunities for failure.

Campaigns are likely to have a better success rate if the campaign is launched in the peak of summer (July) and are likely to perform worse if they are launched when most school semesters start (August and/or September). Failed campaigns performed inversely during the summer, but otherwise mirrored the trends of successful campaigns.



When campaigns involve providing some form of information, they are likely to have a better success rate than their competing subcategories. This is apparent in categories like technology and film & video, where web campaigns and documentary campaigns outperformed their competing subcategory.

2. LIMITATIONS

There was a lack of donor information i.e., it would be very useful to know how many of the donors were business sponsors, parents, single, younger, etc. Some campaigns owe a large part of their success to the sponsorship of local and/or national businesses. Donor information can provide insight regarding which campaigns are likely to perform better amongst certain demographics; this information could also allow us to discover if average donations are higher amongst campaigns with or without business sponsorships– although I am inclined to believe the average donation is higher with business sponsorship.

3. FURTHER ANALYSIS

A pivot table and/or graph that demonstrates the distribution of average donations by outcomes could be useful for organizations interested in prioritizing quality or quantity; this pivot table would be especially valuable if it were filtered by country. For example, if successful campaigns had higher average donations than failed campaigns; this could imply the “quality” of the donors takes precedence over the quantity of donors. The campaign would aim to deeply engage their target demographic and acquire loyal, supportive acquisitions. If successful campaigns had lower average donations, this may lead organizations to prioritize reach and aim to engage as many people as possible. Also, creating a new variable that describes the length of time the campaign was run could lead to further analysis of campaign outcome, backers count, and amount pledged.