Crowdfunding Report

Three conclusions I’ve drawn from the data are: The top successfully funded campaigns were theater, music, and film and video; plays by far had the most donations but also had the most failed and canceled campaigns; and for the decade the campaigns ran, overall, there were more successes than failures. The blurbs are not descriptive, more could be known about the campaign if longer descriptions were given about the campaign. Another limitation is not knowing how much money was left over after campaign expenses were deducted. How much profit was made?

A graph showing the staff picks and spotlights compared to successful and failed campaigns would show if staff picks and spotlights should have greater weight on what type of campaigns will bring in more (or less) money if another crowdfunding is done.