CROWFUNDING REPORT

1. CONCLUSION

Based on the data from the outcome by the category, the highest number of successes is the Theater campaigns which is 187 campaigns. Although this category has a substantial number of failures (132 campaigns), the figure indicates supportive and engaged audience for it. The second conclusion is that Music and film &video categories are popular, which are 175 campaigns and 178 campaigns respectively. However, a significant number of failures is spotted for these categories. This shows they might struggle to meet the goal. Finally, journalism campaigns are the least popular among all categories, which are only 4 campaigns. This indicates that this category is not widely supported by the population. Surprisingly, all 4 campaigns were successful.

1. LIMITATION

There are some limitations of this dataset, and the most common is the context. In this case, the context could be the strategies of each campaign, because a good strategy can contribute to the success of a campaign. The next one could be the time aspect