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Given the data, one conclusion that we can draw is that plays are one of the biggest crowdfunding sub-categories. Over a third of our data set consisted of plays, and they were the only sub-category to have over one-hundred campaigns, at 344 campaigns. Another conclusion is that crowdfunding is more popular in the United States than any other country. There were 763 campaigns from the US, while no other country had even fifty campaigns. We can also conclude that crowdfunding campaigns are only successful about half of the time. For all 1,000 campaigns, only about 57 percent of them were successful. This low rate is seen across all countries, with the success rate lying between fifty and sixty percent across the board. Even when filtering by categories, technology had the second highest success rate at about 67 percent. Journalism did have a 100 percent success rate, although it had a rather small sample size at only four campaigns.

One limitation of this data set is the lack of representation from countries besides the US. No other single country comprised even five percent of the sample. Would we see different trends in other countries if there was a larger number of their campaigns in the data? Additionally, the background of this challenges mentions that crowdfunding is used from independent content creators to celebrities. That leads to the next limitation: with this data, there is no way to tell the popularity of the creators. This leads to some problems. Celebrities will obviously have a larger following than an independent content creator, so a larger audience will likely already be aware of the campaign right off the bat. Celebrities also tend to be on the wealthier side and may be able to put more money into advertising than the average creator. Basically, this data does not tell us every reason why some campaigns succeed and why others fail. All we know is that some categories are more popular than others, and that some are more successful. Does category alone determine a campaign’s success? Probably not, but we cannot know for sure with the data we have.

Another table we could create could compare the length of the campaign to its outcome. This could give us insight as to if time plays a role in whether a campaign will succeed. We could also compare the goal of the campaign to its outcome. This could tell us if the amount of money a campaign needs to raise influences its success rate. If the campaigns with lower goals succeed more often, perhaps we can conclude that its easier when people don’t have to donate as much. If the higher goaled campaigns find more success, they might be run by larger creators who have more means to ensure that they succeed, whether that be money to spend on advertising or just a larger following.