Date: 2022-10-28

Report: Crowdfunding Platforms

Source: Trilogy Education Services, a 2U, Inc.brand

Writer: Mojtaba Zadaskar

As Crowdfunding platforms has started to be more popular since late 2000s. Here has been tired to provide and overall view, Based on Data Source that has been gather by three companies, to show how the funding had respond related to their corresponded Goals that was set originally buy fund Creator or organizers. As we could be able to come out with some valuable information, decision has been made to write the report based on specific division of the data; 1. Category ,2. Subcategory and 3. Date (Months) of the Projects.

First, The Projects of this data sources has been categorized in to nine parent categories; Film & Video, Food, Games, Journalism, Music, Photography, Publishing, Technology and Theater. Among the categories the theater had the biggest number of the total projects, success, Failed and Canceled in order of 344,187,132 and 23 were Canceled. The second place belong to the film & Video; total: 178, successful:102, failed:60, canceled :11 and has the highest Live project with the number of 5. Third place belongs to music projects with the number of 175,99,66,10 and no live project. the least project conducted was journalism, but it had the highest rate of success which was 4 out of 4 projects. The rest of project were between zero to one hundred with almost equal rate in each outcome. Between the other five categorize, technology had the highest number.

Second, Among the subcategorize which were divided to 28 categorise. Plays had the most numbers in all outcomes, which is under the parent category of theater, had the most project with number of 344. Rock (Music category) has the second place on subcategory with the number of 85 projects. The third belons to the documentary (film category), with the number of 60. The audio and world music had the least number of the projects with the highest rate of success, in order 4 out of 4 for audio and 3 out of 3 for the other one.

Third, if we look at outcomes based on moths of conduct, the most success has happened on July, with 58 success and the least successful month was August, with 41 successes. In related to least success month, the highest rate of Fail were 35 projects and Cancelation were 8 projects which both happened on August. The lower rate of fail that was 23 and cancelation which was 5 projects happen on September and April.

In conclusion we could say, if we just consider these three graphs, there is higher chance of conducting and succession, if the crowdfunding category would be theater, film and music. the best month to do that would be July. The most high-risk month is August.

Although from another perspective in some cases like journalism we see that the rate of success is 100% but the funder has not conduct that much of funding based on that category and some other examples like this. Because we do not have the exact reasons of why they have been successful, failed or cancel. It would be difficult to strongly come to the direct conclusion.

It is recommended to gather more data based on more specific like the location, who was participating, where they participate more, the age range of participant, what was their interest , to be able to come out with the better understating of how were responds to Crowdfunding.