Crowdfunding summary

The project overall was successful. On the average, the success rate is 73% across all goals ranges.

|  |  |
| --- | --- |
| Average Successful | Average failed and cancelled |
| 73% | 27% |

Looking at the results, the parent category Theater and sub-category plays were most successful and at the same time had most fails.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **23** | **132** | **2** | **187** | **344** |

Theater had the largest Goals with collecting over 5M, however, theater had the largest fails as well, since it failed to collect over 8.9M

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sum of goal** | | **outcome** |  |  |
| **Parent category** | **Sub-Category** | **failed** | **successful** | **Grand Total** |
| **theater** |  | **8,908,000** | **5,385,600** | **14,293,600** |
|  | plays | 8,908,000 | 5,385,600 | 14,293,600 |
| **Grand Total** | | **8,908,000** | **5,385,600** | **14,293,600** |

Looking at the bottom numbers, the Journalism category had 100% success rate, however the amount was small.

Games and food category has the biggest amount failed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Parent category** | **Sub-Category** | **successful** | **failed** | **Grand Total** |
| **games** |  | **373,600** | **1,876,300** | **2,249,900** |
|  | mobile games | 227,800 | 992,300 | 1,220,100 |
|  | video games | 145,800 | 884,000 | 1,029,800 |
| **food** |  | **399,600** | **1,155,200** | **1,554,800** |
|  | food trucks | 399,600 | 1,155,200 | 1,554,800 |
| **photography** | | **374,800** | **268,900** | **643,700** |
|  | photography books | 374,800 | 268,900 | 643,700 |
| **journalism** | | **25,700** |  | **25,700** |
|  | audio | 25,700 |  | 25,700 |

The data has following limitations.

No information what is the reason the projects failed, succeeded or canceled. This would give more opportunities for the future projects.

No information on the city, the project failed could be due to location.

Additional Tables and graphs

