CROWDFUNDING CAMPAIGNS

A Data Analysis

The data reviewed 1,000 crowdfunding campaigns launched between 2010-2019. Of the campaigns analyzed, just over 50% were successful, roughly 30% failed outright, and about 5% were canceled. Three conclusions which can be drawn are listed below.

1. The campaign categories which experienced the best outcomes as measured by the highest number of successful campaigns were:

* Journalism—4 of 4 were successful or 100%
* Technology—with 67% success
* Photography—with 62% success

1. The most successful campaigns had a goal between $15,000 to $25,000 and the least successful had a goal of greater than $50,000.
2. Seasonal variation in goal performance trends tracked almost identically for both successful and failed campaigns, with a notable exception that successful campaigns experienced a “summer spike” between May and September making summer months preferable.

It is important to recognize the dataset limitations.

* For some campaigns the data go back to 2010. Changes in the intervening years may make older data less relevant—i.e., technology start-ups have experienced waning popularity since 2022.
* There are no demographic data incorporated. Demographic data may improve efficiency by targeted fundraising efforts.

Other tables and/or graphs to add to future analysis:

* Line graphs for the length of time funding campaigns were open. Duration in campaign funding could help determine if more campaigns would be successful with longer/shorter duration drives.
* Bar graphs by country and month could help target the types of campaigns and timing of the campaigns for fundraisers in different countries.
* Deeper dive into the “summer spike” seen in the goal analysis broken down by month may provide better understanding of seasonality for sub-categories.