According to the available data, we can draw the following conclusions:

1. Technology crowdfunding projects are the most likely to be successful
2. Theatre and plays are the most common crowdfunding project, but only have about a 50% success rate
3. July is a really successful month for crowdfunding projects across the board, but August is pretty bad

Some limitations of this data set include a heavy skew toward USA-based projects, with more than 700 out of 1000 projects being in the United States. We also don’t have any data since 2020, so any conclusions we can draw are going to be at best outdated by three years. As far as analyzing crowdfunding trends per category goes, the category scope covered by this list is fairly limited and doesn’t include extremely common crowdfunding categories like medical bills and living expenses, so we seem to be working with a pretty niche, if less depressing, site.

Some other data that might be useful to visualize is how often selection as a staff pick or spotlight leads to success of the project, and if being selected as both leads to a better outcome than only being selected for one or the other. It could also be interesting to compare success rate and duration of project.

The median is a better tool for summarizing this data set, as there are a fair number of significant outliers outside the normal distribution of the numbers.

Numbers of backers seem about equally variable for successful and unsuccessful campaigns, though slightly more variable for successful campaigns. It makes sense that the distributions might look similar, as success or failure also rely on variables like goal total and duration of project, so number of backers can’t be relied on to accurately predict success or failure alone. It also makes sense that there would be slightly more variance in successful campaigns, as failed campaigns are definitely more likely to have fewer backers, since there’s usually a correlation between fewer backers and less money.