Analysis of Crowdfunding Data

# Conclusions

In analyzing the 1000 crowdfunding campaigns, we can come to three conclusions based on the broad Parent Categories of the campaigns, the Sub-categories or the campaigns, and the month in which the campaigns were launched.

## Parent Categories

A cursory glance at the chart of campaign outcomes by Parent Category shows that Theater campaigns are by far the most numerous, followed by Music and Film & Video. In each of these three categories, more than half of all campaigns are successfully funded. However, the Parent Category with the highest percentage of successfully funded projects is Technology, which is the 4th most numerous category (note: the Journalism category has a 100% success rate, but only has 4 total campaigns in the data base, and so is treated as an outlier.) Thus, the dataset indicates that Technology campaigns have the highest chance of being successfully funded, followed by Photography, Publishing, and Film & Video.

## Sub-Categories

Looking at the outcomes of campaigns by their Sub-Category, we can see that Plays, Rock Music, and Documentaries are the most numerous in the dataset. We can also consider which Sub-Categories had the highest rate of success (again we will ignore Audio and World Music Categories, which each had a 100% success rate, but only had 4 and 3 total campaigns respectively). Campaigns in the Web Sub-Category had the highest rate of success at 70.59%, followed by Translations (66.67%) and Television (64.71%). Thus, we can conclude that campaigns in these categories have the greatest likelihood of success. We should also note that campaigns in the Plays, Rock, and Documentary Sub-Categories all had success rates of over 50%.

## Month of Campaign Launch

When looking at the outcomes of campaigns by the month in which they were launched, we see a noticeable uptick in successful campaigns in the months of June and July. Each of these months also have the highest percentages of successful campaigns, relative to the month launched, at 61.7% for June and 63.22% for July. We can conclude that campaigns launched in these mid-summer months will have a higher likelihood of success than those launched in other months of the year.

# Limitations

The analysis in this report is largely based on quantitative data regarding things like when campaigns were launched, the outcome of the campaigns, the number of backers, total campaign contributions, and so on. However, this does not establish *why* a campaign may have been successful, only that the campaign *was* successful. Future analysis may look at what kind of incentives were offered for backers of the campaigns, or where campaign contributions came from, in order to figure out what made certain campaigns succeed.

# Other Possible Areas for Analysis

One metric not analyzed here is the average contribution size for a given campaign. This could be helpful for inspecting the degree to which backers were willing to fund the project. We may also look at the total length of the campaign, in order to see how the duration of a campaign from start to finish affects its rate of success. Lastly, future analysis might look at the effects of a campaign being in the Spotlight or Staff Pick category, to see if these designations improve the likelihood of campaign success.