1. There is a huge disconnect between successful and live crowdfunding campaigns. Perhaps this is because what is measured here has a natural time lag between financial success and implementation?
2. Plays receive by far the largest financial attention (both success and failure). Is this because plays typically have a system of patronage as opposed to funding through business entities? More investigation is needed here.
3. Every other category has entire industries with dedicated corporations to fund projects. The possible exception is music, but I won’t go into that as I do not have much of an understanding as to how that industry works. For example, the “games” category is smaller than I expected it to be. The data only goes back to 2011, and that is only shortly after the indie video game scene started to take off.
4. The blurb column data doesn’t seem to have any connection to the category in which each item belongs. I see theatre category items with blurb data that is clearly tech oriented. I doubt this data is clean.
5. Honestly the more I look at the data, the less reliable it appears to be. If there can be such a large mistake as what the blurb column has, then how can I trust the rest of the data at all? I would need to meet with the person responsible for cleaning the data to see what is going on.
6. There were vastly more crowdfunded endeavors in the United States (successful or not). The other countries are developed, first world countries. Why is there such a disparity? Could it be that the US simply has a much higher population? But that doesn’t account for out-of-country cash flow.

There isn’t enough data about what the crowdfunding campaigns were and some of it doesn’t make sense.

It is lacking data from the last two years. With the sequestering of humanity during covid, the dynamics of crowdfunding likely moved in interesting directions. Would be very helpful to see data on that.

Lacks PR/Advertising information. Could use that as another lens.

If people are looking into past crowdfunding campaigns to see how/what was successful, one would need to know much more about what the most and least successful were trying to do. Perhaps a lack of interest played a significant part in the failure of some and vice versa. The data shows dates of when they started and ended; how about time of day? That could matter because what is an ‘ideal’ time in California, could be less than ideal in a different time zone or country. We could align the time of day and start date, to see if there is a correlation between that and success. This is all assuming that this frame of reference actually matters, but we can only know that if there is data to analyze.

Another thing to look at is how much advertising went out in these campaigns. A lot of kickstarters I have seen have what looks like professionally done advertising. That has certainly caught my interest numerous times and even played a part in my donating to a campaign. How much money? What platforms? For how long? Who is target audience?