Crowdfunding Conclusions from the observed data set

Probability of Success can be calculated by assigning binary variable column (“Success Flag”) with 1 = Success and 0 = Not Success and averaging that column across Sub-Categories and filtering out incomplete projects.

The tables below show the highest successes (100% average success) are in thinly represented categories such as world music and audio journalism. The most prevalent clear success, globally, and within individual countries, is the **Technology – web** sub-category with significant overall project count and high (“success score”) which is the average percent of funding goal achieved.

|  |  |  |  |
| --- | --- | --- | --- |
| **USA** - Crowdfund top success | |  |  |
|  | count | success score | Success Flag |
| Journalism - Audio | 4 | 151% | 100% |
| Music - Metal | 3 | 386% | 100% |
| Music - World Music | 3 | 208% | 100% |
| Technology - web | 38 | 272% | 68% |
|  |  |  |  |
|  |  |  |  |
| **Canada** - Crowdfund top success | |  |  |
|  | count | success score | Success Flag |
| Music - indie rock | 2 | 402% | 100% |
| Music - jazz | 1 | 229% | 100% |
| Technology - web | 3 | 335% | 100% |
|  |  |  |  |
|  |  |  |  |
| **World** - Crowdfund top success | |  |  |
|  | count | success score | Success Flag |
| Music - World Music | 3 | 208% | 100% |
| Journalism - Audio | 4 | 151% | 100% |
| Technology - web | 51 | 251% | 71% |

Limitations of the observed data set

Categories and especially subcategories are small in sample sizes. This leads to low confidence for category conclusions

Additional analysis suggestions with potential benefits:

Success Score was calculated as percent of goal achieved. Observations of Country specific and Global best Success Score are pivoted on “**per SuccessScore**” tab and best categories are summarized.

“**per Active Days**” tab pivots to search for a sweet spot in the number “Active Days” of the campaigns. Campaigns with certain “Active Days” have high success ratios and are highlighted in **Green**.