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Crowdfunding Analysis

Based on the data, the first conclusion we can draw is that theater seems to be the most frequent type of crowdfunding campaign amongst the data collected, followed by music and film and video. Theater also had the highest number of successful campaigns with 187 successful campaigns of 344, making the success rate 54 percent. The most popular subcategory by far is the plays subcategory which made up the whole of the parent category of theater and had the highest number of successful campaigns. Additionally, we can see that June and July had the highest number of successful campaigns and the highest number of campaigns overall, with a drop off in the following months.

The limitations of this dataset are that data is only collected from 7 countries, thus can only specifically give us insight into the crowdfunding efforts and efficacy in those countries. Additionally, most of the campaigns (~76%) are from the U.S. with only a small sample from the other countries. Also, this only shows us crowdfunding for 2010 to 2020 and does not include data from the last two years.

Another table that would be interesting to look at would be the average donation for campaigns vs. the goal outcomes or perhaps vs. the number of backers. We could also look at the number of backers vs. the goal outcome. I would use a scatter plot or line graph to show this data. This would give us insight into how much the average donation amount drives the goal outcome and how the number of backers drives that outcome.