Crowdfunding Analysis

The success rate of these crowd campaigns largely depended on a multiple of variables, such as the backer count, goals, the donations, and funding. However, the main components to the success depended the goal pledge being reached. The funding matters the most when it comes to these campaigns. A campaign could have plenty of named “backers, but if there is no money, a backer is just a name with no real support.

According to the sub category graph, plays had the most numbers. It had the most cancellations, but also way more failed and successes combined compared to the rest of the subcategories. In the parent category, theater seems to have the most success. Music and film/video are a close 2nd and 3rd place when its comes to success rate. However, this is on basis of all countries listed overall. This data could be projected differently from country to country.

In  the line chart I have set up a Quarter filter. I will go over each quarter with their success and failure results. The first quarter lists results from January-March. The 1st Quarter involved a range of 44-49 projects being successful per month. 28-36 failed per month. The 2nd Quarter from April, May and June had success from 26-55 projects per month. There were 28-35 per month that failed. Quarter 3 involved July, August, and September. 41-58 successes per month. 23-35 failed per month. Quarter 4 involved October, November, and December with successes at 42-45 per month and failures at 26-32 projects per month.

In a real world setting, this data can be very useful to see which projects were in particular that failed, succeeded, canceled or went live. The Quarter filter I added aided in summarizing more of the data. However, it needs further analysis with more data. We can see how much money was used to fund projects. But how much was actually spent and became profit or losses for all parties involved? I would suggest a way to further summarize the main successes and failures of the data. As well as overall values calculating profit and loss in all the funding to the particular backers.

Statistical Analysis

This set of data did a much better job in summarizing the important values of the success and failures in these projects. Howrever, I feel like backer count is the most reliable set relating to success and failure. It was more-so the funding amount and goal being reached or not. Yes, maybe the more backers can help according to the data. That may not always represent high funding.