25 March, 2022

CROWDFUNDING CAMPAIGNS

# CONCLUSIONS CAN BE MADE

Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?

## Although the overall quantity of crowdfunding campaigns for entertainment categories like theater, film and video, and music indicate many successful campaigns, more than all other categories combined, the failure rate is still very high.

## Even with high failure rates for the entertainment categories just mentioned, the overall quantity of campaigns for these categories shows crowdfunding should still be considered for these categories. On the other hand, the extremely low quantity of campaigns for some sub-categories would indicate crowdfunding either should not be considered or is not considered.

## There seems to be a seasonal influence on crowdfunding where the quantity of overall campaigns drops off in the last quarter of the year. Crowdfunding has a better chance for success if they occur during the first half of the year.

# LIMITATIONS IN THE DATA

What are some limitations of this dataset?

## By looking at the campaigns for all countries and filtering on individual countries, crowdfunding is used in the United States much more than anywhere else. This would make crowdfunding seem like a U.S. phenomenon.

## The annual trends suggest crowd funding did not take off until 2010.

## The Staff Picks data needs more information. Whether something was selected as a Staff Pick seems to have an extremely small effect on success rates of crowd funding campaigns.

## The Spotlight data seems to indicate a positive effect on crowd funding, but this needs to be explained more.

# IMPROVEMENTS IN THE DATA

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

## The Spotlight data could be expanded to help show how information about crowdfunding campaigns was broadcast and how effective it was.

## Some categories with little or no data seem to indicate outliers which could be eliminated.

## The data seems skewed to the U.S. and after 2010. Other sources of data should be considered.

## I would show percentages for success and failure more prominently.