Based off the data for crowdfunding, there are three conclusions we can draw from. One such conclusion is that if an event did not reach their pledge goal, the event would produce an outcome of failed or canceled. The event would fail if they did not reach their pledge goal within a certain time, or the event could have been canceled if they see that they will not be able to reach their goal during the crowdfunding time period. Table 1 shows the results for the outcome of each event based off the event’s parent category. Based on the parent categories, it seems that the number of theatre events that were successful was higher than the number of successful event than any other category. This could possibly be because there is a higher demand for theatre productions over the other types of events. Table 2 shows the results for the outcome of each event based on their sub-category. Based on sub-categories, it seems that play events have the largest number of successful events. This ties back to Table 1 with the parent categories, as plays are a form of theatre. So, based off this information, theatre events, no matter the sub-category, have the highest number of successful crowdfunding campaigns. Another conclusion that we can come to is that the time of year a large impact on the number of successful events. Table 3 shows the number of outcomes per each event through the different months of the year. When looking at the results in Table 3, we can that most months have a similar number of successful events, except for June and July. These months are the height of the summer season and have slightly more successful events. This could be because these months are during the summer months, which could cause more people to contribute to crowdfunding events for entertainment purposes.

As the data currently stands, there is a major limitation that prevents further analysis on some of the data. This limitation is that the goal and pledged columns are not defined as the same currency as the data currently stands. Each event takes place in a different country, and because of that, each event has a different currency acquainted to the event’s goal and pledge numbers. Because of this, it is hard to compare the goal and pledge values as they currently stand because of varying value of a currency when comparing to another currency. If we were to analyze the different events, we would first have to convert each goal and pledge value to a singular currency in order obtain more accurate values for the mean, median, standard deviation, etc., for the goal and pledge values.

There are certain graphs to this analysis that could be added in order to have a deeper study on crowdfunded events. Graphs that show events filtered by individual countries based on if they succeed or not could be used to identify other factors besides not reaching the pledge goal as to why event failed.

**Appendix:**

Table 1. Parent Category per Outcome

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of Parent\_Category** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 11 | 60 | 5 | 102 | 178 |
| food | 4 | 20 |  | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| journalism |  |  |  | 4 | 4 |
| music | 10 | 66 |  | 99 | 175 |
| photography | 4 | 11 | 1 | 26 | 42 |
| publishing | 2 | 24 | 1 | 40 | 67 |
| technology | 2 | 28 | 2 | 64 | 96 |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

This figure shows the number of each outcome for crowdfunding events per parent category.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| animation | 1 | 10 | 2 | 21 | 34 |
| audio |  |  |  | 4 | 4 |
| documentary | 4 | 21 | 1 | 34 | 60 |
| drama | 2 | 12 | 1 | 22 | 37 |
| electric music |  | 8 |  | 10 | 18 |
| fiction | 1 | 7 |  | 9 | 17 |
| food trucks | 4 | 20 |  | 22 | 46 |
| indie rock | 3 | 19 |  | 23 | 45 |
| jazz | 1 | 6 |  | 10 | 17 |
| metal |  | 3 |  | 4 | 7 |
| mobile games |  | 8 | 1 | 4 | 13 |
| nonfiction | 1 | 6 | 1 | 13 | 21 |
| photography books | 4 | 11 | 1 | 26 | 42 |
| plays | 23 | 132 | 2 | 187 | 344 |
| radio & podcasts |  | 4 |  | 4 | 8 |
| rock | 6 | 30 |  | 49 | 85 |
| science fiction |  | 9 |  | 5 | 14 |
| shorts | 1 | 5 | 1 | 9 | 16 |
| television | 3 | 3 |  | 11 | 17 |
| translations |  | 7 |  | 14 | 21 |
| video games | 1 | 15 | 2 | 17 | 35 |
| wearables |  | 16 | 1 | 28 | 45 |
| web | 2 | 12 | 1 | 36 | 51 |
| world music |  |  |  | 3 | 3 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |
|  |  |  |  |  |  |

Table 2. Sub-Category per Outcome

This figure shows the outcomes of crowdfunding events per sub-category.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Count of outcome** | **Column Labels** |  |  |  |
| **Row Labels** | **canceled** | **failed** | **successful** | **Grand Total** |
| Jan | 6 | 36 | 49 | 91 |
| Feb | 7 | 28 | 44 | 79 |
| Mar | 4 | 33 | 49 | 86 |
| Apr | 1 | 30 | 46 | 77 |
| May | 3 | 35 | 46 | 84 |
| Jun | 3 | 28 | 55 | 86 |
| Jul | 4 | 31 | 58 | 93 |
| Aug | 8 | 35 | 41 | 84 |
| Sep | 5 | 23 | 45 | 73 |
| Oct | 6 | 26 | 45 | 77 |
| Nov | 3 | 27 | 45 | 75 |
| Dec | 7 | 32 | 42 | 81 |
| **Grand Total** | **57** | **364** | **565** | **986** |

Table 3. Parent Category Outcome per Month

This figure shows the outcomes of each event, categorized by parent category, separated by each month.