Crowdfunding campaigns overall are very successful. About 66% of projects met or exceeded their goal.

The arts heavily use crowdfunding campaigns to support projects. More campaigns were started under artistic categories such as film, theater, publishing, and music than food or technology.

Donators, while the total of the donations may change throughout the year, the number of backers remained relatively stable, even for those that failed to meet the goal.

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One of the limitations of this dataset is that we don’t know why projects were successful. For the projects that were canceled, the data do not provide us with a reason why.

It would be interesting to see the length of open programs to determine how long canceled campaigns were open before deciding to cancel them. It would also be interesting to see how long successful campaigns were open and if there were periods that were more successful than others throughout the year. This would help to determine when to start new campaigns in the future.

In addition, it would be interesting to view a table and graph showing donations/income brought in through crowdfunding over time and compare that to national debt records to know if people continued to give during periods of recession. A picture containing text, screenshot, plot, line

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The data does not tell me what happened in 2015, which led to all crowdfunding campaigns taking a drastic dive. Many of the programs that had been successful plummeted in 2015 and continued to stay underfunded. Further, this was also a period where we no longer had canceled or live campaigns. I would be curious to know what happened then and why crowdfunding campaigns were unsuccessful. Did the company have a decrease in staff and not be able to open as many campaigns as in previous years?

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