**Starter Book Report – By Deepa Karnani**

Campaigns like kickstarter have found a way into people’s lives to support crowdfunding efforts for local communities, networks, friends, and other political agendas. To lobby for such efforts, and for them to be successful requires effective campaigning. There could be several reasons why these efforts might fail or be discontinued. The data gathered shows that the campaigns were rather successful partly due to their type, for example, theater, music and film or video were highly successful given in part due to their ability to offer perks ranging from free tickets to highly discounted goodies to go along with it. Music was still a more popular form of fund gathering effort, because it’s easier to offer free music via apps, itunes and other forms of technology. Technology in effort supports our daily life and it gaining in popularity to garner funding and it’s ability to make our lives easier. This data doesn’t necessarily prove that and more data is needed. Photography, publishing and games fell shortly behind with their efforts as the need to support these don’t directly affect the lives of those around us and are not popular unlike entertainment. With the world getting digital, photos and publications are being shared on Instagram, Pubmed, etc., the need for support are mainly larger institutions and government bodies and other entities who acquire users data for sharing purposes. Food funding efforts are largely led by government run institutions like the soup kitchen/ can collections and are mainly volunteer run efforts.

As we examine them sub categorically, you can see the groups that can reach larger audiences or have larger market reach have successfully executed their campaigns whereas those that don’t have that sort of reach, for example, food chains or restaurants found it harder to support or drive their efforts. Also, money spent on advertising by entertainment industry is much larger in part due to their large customer base and little or no expenditure on capital for raw materials or overhead costs.

Additional graphs could be created by country and additional countries can be added depending on where mainstream music is heard, played and enjoyed. Similarly, since countries are so different in their living and taste, publishing, photography or journalism may hold greater significance in certain countries. Food is also enjoyed more in certain countries than others and may hold much weight in their promotional abilities. Some countries may care more about societal issues such as poverty, and thereby may promote more of their funding goals towards those larger issues. Thus, they may not get monetarily funded by rather through volunteerism which can be equated to dollar amounts. Some countries can get funded by sources from other countries, and here the transaction money holds where the value of the currency conversion holds. Similarly, many countries support the elimination of diseases or epidemic outbursts through crowdfunding and other resources, data of which is restricted in this analysis. Other areas that generate funding are rare and orphan diseases, clinical trials, etc. which are also supported through social causes.

Different sampling methods may be used to understand the data set. Since the data is restricted in its ability due to many varied resources, the data set can be toned down to analyze data only from a particular industry like entertainment or just journalism and publishing to distinguish if the failure rate was due to other reasons. Also, larger organizations can be grouped apart from smaller organizations because of their ability to gather support from a larger audience.

Since this data goes back 10 years, it represents a data set when people had begun to connect via social media and promotional activities had only begun to surface in those realms. Crowdfunding too gained popularity through email and other means accessible to reach larger audiences. If the data is scrunched by removing the years, you will see that in early 2009, people did not believe in the power of the internet or smart phones weren’t that commonplace and people connected differently. So, fundraising was carried out through paper resources. Amazon and other online services and buying methods hadn’t gained that much popularity. There were only nine successful campaigns prior to 2009 and nearly 59 successful campaigns after 2017. Also, crowdfunding gained popularity only in the recent years and data collection methods have been growing strong after google and other search engines have been using big data to collect information could also be why this data seems a bit skewed. However, there is no doubt that crowdfunding has become a means to grow organizations especially the non-profits.

Since this data hasn’t been examined statistically, via normal distribution or other means, it is hard to tell whether or not the data has any outliers, or any inconsistencies. Further pre-processing tools would be required to examine this data prior to data analysis.