Crowdfunding Report

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Given the data we can draw three conclusions: plays are very popular projects to run but seem roughly evenly split on success and failure, especially if one considers cancelation part of failure. July is a good month for project successes where January and August have a higher rate of failures. We can also conclude that some projects are more popular to attempt than others. There are very few metal and world music projects while plays are wildly popular fundraising campaigns.

While we’re able to track progress based on launch date and amount pledged to each goal, there are some limitations in this dataset. It is difficult to determine what specifically contributed to the successes and failures of these projects. Plays were very popular but 132 campaigns failed while 187 succeeded; why? Baldwin, Riley and Jackson collected no pledges for a food truck project with a low goal. What’s the story there? Many campaign sub-categories are split roughly evenly between success and failure so choice of project doesn’t seem to impact its success as much as some other factor but what is that factor? There seem to be stories behind these numbers that might do better to explain what makes a successful campaign than how much money was collected.

One facet we did not analyze in our assessment was how campaign length affected the outcome of each project. Perhaps we’d be able to determine whether a campaign was successful the longer it ran or if brevity made it more effective for a project to reach its monetary goals.