## Three Insights from Crowdfunding Analysis

Get a “Hot” Start

* Campaigns which launch in early summer break the norm, with an unusually high rate of successes vs. failures. June tops the chart, with a 66.3% success rate among completed campaigns. *Early* is an operative word here, though. The campaign success rate craters to its’ lowest in August, so it is important to get started sooner rather than later.

Don’t Play Games

* The average success rate among completed campaigns is 60%. This generally stays true across each parent category, albeit with some extra swing for those with low sample sizes. Both the highest and lowest success rates are shown in categories (Journalism and Games, respectively) with <50 completed campaigns. Despite a low sample size, the results from our Games category still come through with a clear message: “Attempt at your own risk.” Games are the only category which show more overall failures than successes, a definite warning sign for potential projects.

Niche is Nice

* Subcategory analysis shows that mass media is still dominant, even in the relatively independent crowdfunding market. Among campaign subtypes with >5 completed campaigns, Television and Web projects have the highest rate of success, with 79% and 75% respectively. Those subtypes with <5 campaigns have interesting implications, though. Audio Journalism and World Music are both outliers, niche subjects with a 100% success rate. This indicates that there is a hunger for projects which cater to backers’ specific, otherwise-unmet interests.
  + Theatrical Plays fall into the crevasse at the middle of this spectrum. There is a disproportionately huge number of plays which go up for crowdfunding each year, dwarfing any of the other subcategories. That interest from creators is not necessarily mirrored in their backers, though, as the success rate of plays falls below the 60% average.

Limitations

* There appears to be a disjoint between project names/blurbs and their category assignments. The fact that “Baldwin, Riley and Jackson – Pre-emptive tertiary standardization” is listed as a food truck indicates that there may have been some errors in data collection.
* Knowledge of each campaign’s timeline, total backers, and total pledged is useful, but a breakdown of donation totals for each month of each campaign would go a long way to fill in gaps in insight.

Extra Tables

* Two more tables could be created to evaluate the impact of staff\_pick and spotlight on project outcomes. They would help to confirm whether or not these two promotion efforts effectively boosted a project’s odds of success
* Further analysis of average donation values could go a long way toward determining best funding practices for a potential project. Do those which ask for large donations find more success, or is the key a drops-in-the-bucket approach which focuses of drawing many small donations?