Report Crowdfunding

I, Grecia Lopez, created this report based on information provided by edX.

Crowdfunding campaigns, based on the data, have been found to have more success in top 3 categories: “film and video”, “music” and “theater”- theater leading the chart with 102 successful campaigns. When referring to such sub-categories, “Plays” is the one that takes the lead with 187 successful campaigns. Throughout the year, Crowdfunding showed a success rate in campaigns of 565 out of 986 campaigns, while the rest being failed, canceled or live.

If one was to use Crowdfunding for a campaign, they could infer that depending on the segment, they might have success depending on what they are raising money for as well as the topic.

Some limitations can be such as, who are the main users of crowdfunding and their bias in terms of funding campaigns, what are some of the strategies being used to add exposure to potential investors and more data on what could have happened to other campaigns.

It could be useful to make an analysis on country and success/fail/cancel/live rate due to geographical limitations that could be considered. Additionally, length of campaigns could also be a factor not being analyzed that would be interesting to see whether there is a correlation between success and how long/short the campaign was.