Based on the data, we can draw a few tentative conclusions. First and foremost, the highest percentage of campaigns succeeded when the crowdfunding campaign started in either June or July. There is a sharp drop off in successes in August and corresponding spike in failures in the same time frame. This is valuable to know for optimizing submission and increasing the likelihood of success. Secondly, the most popular crowdfunding campaign categories fell into the arts, namely theater, music, and film & video. Knowing which topics are most common will show which domains are going to have high competition but also reveals which topics patrons of crowdfunding websites are expecting to see and support. Finally, there does not seem to be a clear trend between which categories or subcategories are most likely to succeed.

Unfortunately, we don’t know which website this data comes from, so we can’t comment on individual platform trends.

If I was going to make additional tables or graphs, I would want to see more information put together about location data and how that may possibly relate to the success of a campaign. I would also want to see graphs regarding the length of the campaign and how that could affect a campaign’s success.

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The median number of backers is far more relevant in my estimation due to some of the campaigns having extremely high backer counts. The successfully backed campaigns had greater variance by an order of magnitude, likely because a successful campaign can go over the requested amount but a failed campaign must be under the requested amount.