**Report – Crowdfunding**

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1. What are three conclusions we can draw about crowdfunding campaigns?

Chart, bar chart

Description automatically generated Crowdfunding campaigns are analyzed by nine main categories as shown in Fig. 1. Most projects are more likely to be successful than to fail except for food and games categories. Three crowdfunding campaigns -film & video, music, and theater- are most popular. Although journalism shows 100 % successful rate, it is not statistically meaningful because of the scarce number of samples. The successful rate of all other crowdfunding campaigns except for games (47 %) is above 50 %. The order of the successful rate is as follows: technology (66 %) > photography (61 %) > publishing (60 %) > film & video (57 %) > music (56 %) > theater (54 %).

Figure 1. Nine parent categories of 1000 crowdfunding projects.

In the Fig. 2, we counted and analyzed 1000 crowdfunding campaigns by individual 41 subcategories. We can easily compare which subcategories are most successful and popular; plays are the most popular one, but the success rate looks similar to other subcategories. However, we need to further analyze it for the rate. A few subcategories may not be statistically significant to draw solid conclusion due to the small number of samples: audio, electric music, jazz, metal, mobile games, ratio & podcasts, scientific fiction, shorts, television, world music.

Chart

Description automatically generatedFigure 2. 24 subcategories of 1000 crowdfunding projects. The subcategory of plays has been the biggest campaign raised.

The successful rate of crowdfunding campaigns is affected by launching date as shown in Fig. 3. The number of the crowdfunding successes starts increasing from May and reached the peak in the middle of summer in July. Canceled campaigns are consistently low.

Chart, line chart

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Figure 3. Success/failed/canceled vs. month of launching crowdfunding campaigns.

2. What are some limitations of this dataset?

* Only a few main- and sub-categories have large enough dataset for deriving statistical relevant results.
* We should collect very large dataset from a variety of companies to draw significant conclusion.

3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* It would be interesting to analyze the success rate and the number of crowdfunding campaigns by country. We could understand the trends in which countries have crowdfunding projects with the highest success rate.
* In addition, the sum of percent successfully funded by country provides information where crowdfunding is actively invested. The crowdfunding campaigns in US are overwhelming to those of all other countries as shown in Fig. 4.
* Chart

  Description automatically generatedAverage donation to the subcategory can also provide which crowdfunding campaign people like to invest in.

Figure 4. Sum of precent successfully funded by countries. It is plotted by parent categories.