Data Analysis Report

Crowdfunding Campaigns

Contents

[Conclusions from Data Analysis of Crowdfunding Campaigns 3](#_Toc127698941)

[Analysis of crowdfunding campaigns by parent categories 3](#_Toc127698942)

[Analysis of crowdfunding campaigns by subcategories 4](#_Toc127698943)

[Analysis of relation between outcome and goal of the campaign 5](#_Toc127698944)

[Limitations of the Dataset 6](#_Toc127698945)

[What are some other possible tables and/or graphs that we could create, and what additional value would they provide? 6](#_Toc127698946)

# Conclusions from Data Analysis of Crowdfunding Campaigns

Following is the summary of analyses of crowdfunding campaigns. Conclusions are followed by related graph and summary tables.

## Analysis of crowdfunding campaigns by parent categories

1. Most of the crowdfunding campaigns are launched under “theater” category.
2. Almost half of crowdfunding campaigns are launched under “theater” and “film & video” categories.
3. Least number of crowdfunding campaigns are launched under “journalism” category.
4. “Theater”, “film & video” and “music” are top three crowd funding campaign categories.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 11 | 60 | 5 | 102 | 178 |
| food | 4 | 20 | 0 | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| journalism | 0 | 0 | 0 | 4 | 4 |
| music | 10 | 66 | 0 | 99 | 175 |
| photography | 4 | 11 | 1 | 26 | 42 |
| publishing | 2 | 24 | 1 | 40 | 67 |
| technology | 2 | 28 | 2 | 64 | 96 |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

## Analysis of crowdfunding campaigns by subcategories

1. Subcategory, “plays”, has the greatest number of crowd funding campaigns launched compared to other categories.
2. Least number of crowdfunding campaigns are launched under “world music” subcategory.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Subcategory** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| animation | 1 | 10 | 2 | 21 | 34 |
| audio |  |  |  | 4 | 4 |
| documentary | 4 | 21 | 1 | 34 | 60 |
| drama | 2 | 12 | 1 | 22 | 37 |
| electric music |  | 8 |  | 10 | 18 |
| fiction | 1 | 7 |  | 9 | 17 |
| food trucks | 4 | 20 |  | 22 | 46 |
| indie rock | 3 | 19 |  | 23 | 45 |
| jazz | 1 | 6 |  | 10 | 17 |
| metal |  | 3 |  | 4 | 7 |
| mobile games |  | 8 | 1 | 4 | 13 |
| nonfiction | 1 | 6 | 1 | 13 | 21 |
| photography books | 4 | 11 | 1 | 26 | 42 |
| plays | 23 | 132 | 2 | 187 | 344 |
| radio & podcasts | | 4 |  | 4 | 8 |
| rock | 6 | 30 |  | 49 | 85 |
| science fiction |  | 9 |  | 5 | 14 |
| shorts | 1 | 5 | 1 | 9 | 16 |
| television | 3 | 3 |  | 11 | 17 |
| translations |  | 7 |  | 14 | 21 |
| video games | 1 | 15 | 2 | 17 | 35 |
| wearables |  | 16 | 1 | 28 | 45 |
| web | 2 | 12 | 1 | 36 | 51 |
| world music |  |  |  | 3 | 3 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

## Analysis of relation between outcome and goal of the campaign

1. The most successful campaigns have funding goal in the range of 15000 to 34999.
2. Highest percentage of failed campaigns have their goal in the range of 10000-14999.
3. Overall, less than 10% of campaigns get cancelled across goal range.

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal** | **Percentage Sucessful** | **Percentage Failed** | **Percentage Canceled** |
| Less than 1000 | 59% | 39% | 2% |
| 1000 to 4999 | 83% | 16% | 1% |
| 5000 to 9999 | 52% | 40% | 8% |
| 10000 to 14999 | 44% | 56% | 0% |
| 15000 to 19999 | 100% | 0% | 0% |
| 20000 to 24999 | 100% | 0% | 0% |
| 25000 to 29999 | 79% | 21% | 0% |
| 30000 to 34999 | 100% | 0% | 0% |
| 35000 to 39999 | 67% | 25% | 8% |
| 40000 to 44999 | 79% | 21% | 0% |
| 45000 to 49999 | 73% | 27% | 0% |
| Greater than or equal to 50000 | 37% | 53% | 9% |

# Limitations of the Dataset

1. Dataset does not provide breakup of funding amount by location.
2. Dataset does not provide breakup of campaign backers by location.

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

1. A table of % of campaign outcome by parent category/subcategory supported by a pie chart showing percentage of total. We can also add a filter on parent category. This can give a quick view of proportion of different outcomes by category.
2. A table/bar graph showing number of campaigns launched by location/currency. This information can be used to compare number of campaigns across different locations.
3. A table/trend graph showing number of campaigns launched by year & category to see a pattern of popularity of type of crowdfunding campaigns.
4. A table/bar graph showing average donation by parent category/subcategory.