Crowdfunding Report

Crowdfunding is a viable way to source funds and financial support for many business or new products, but it is not secure and can often be unpredictable. According to the data just over half of the crowdfunding campaigns are successful.

A graph on a sheet of paper

Description automatically generated

Additionally, it is interesting to note that the arts, music and theatre seem to have the most successful and failed campaigns. Theatre shows and musicals are known to be rather expensive and resource intensive so it would make sense why they would have high amounts of failed campaigns. On the other end though, the success rate is still very notable, could be an element of public relations regarding the campaign, fostering a community around a show can garner a lot of support.

A screenshot of a computer

Description automatically generated

The data set does not consider or report on any economic factors that many have play a part in the data generated. The data also doesn’t consider funding goals that may influence the amount of support. Data regarding the level of support regarding the goals of each campaign could show insight into viable success.