Most number of crowdfunding projects in Theather, followed by filmed&video and music categories.

Highest number of successful crowdfunding projects in Theater, followed by filmed&video and music categories. All three categories success rate against the total number of projects in these categories between 55%-57%. In these three categories, success rate increases as number of projects number increase.

Journalism has the highest success percentage (100%) against the total number of projects in this category. Followed by technology and photography.

Games has the highest failed rate against the total number of projects in this category

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **successful** | **Grand Total** |  | **failed** |  |
| film & video | 102 | 178 | 57.30% | 60 | 33.71% |
| food | 22 | 46 | 47.83% | 20 | 43.48% |
| games | 21 | 48 | 43.75% | 23 | 47.92% |
| journalism | 4 | 4 | 100.00% |  | 0.00% |
| music | 99 | 175 | 56.57% | 66 | 37.71% |
| photography | 26 | 42 | 61.90% | 11 | 26.19% |
| publishing | 40 | 67 | 59.70% | 24 | 35.82% |
| technology | 64 | 96 | 66.67% | 28 | 29.17% |
| theater | 187 | 344 | 54.36% | 132 | 38.37% |
| **Grand Total** | **565** | **1000** | 56.50% | **364** | 36.40% |

Most number of projects submitted in Music category is under Rock music; success rate of the projects submitted under Rock music is 57%.

World music has the highest success rate among the all sub music categories. All projects in world music were successful.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sub-Category** | **canceled** | **failed** | **successful** | **Grand Total** |
| electric music |  | 8 | 10 | 18 |
| indie rock | 3 | 19 | 23 | 45 |
| jazz | 1 | 6 | 10 | 17 |
| metal |  | 3 | 4 | 7 |
| rock | 6 | 30 | 49 | 85 |
| world music |  |  | 3 | 3 |
| **Grand Total** | **10** | **66** | **99** | **175** |

Under publishing category, Translation is the most successful category.

As average sum of donation amount increases success rate increases.

|  |  |
| --- | --- |
| **Sum of Average Donation** |  |
| **outcome** | **Total** |
| canceled | 3991 |
| failed | 23340 |
| live | 991 |
| successful | 39226 |
| **Grand Total** | **67549** |

Highest number of crowdfunding projects done in US.

England has the highest success rate among all the projects done in GB.

Canada has the highest rate for the failed projects.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **country** | **canceled** | **failed** | **Failed%** | **live** | **successful** | **Success %** | **Grand Total** |
| AU | 2 | 16 | 37.21% | 1 | 24 | 55.81% | 43 |
| CA | 2 | 19 | 43.18% | 1 | 22 | 50.00% | 44 |
| CH | 4 | 6 | 26.09% | 1 | 12 | 52.17% | 23 |
| DK | 1 | 12 | 38.71% | 1 | 17 | 54.84% | 31 |
| GB | 1 | 18 | 37.50% | 1 | 28 | 58.33% | 48 |
| IT | 3 | 19 | 39.58% |  | 26 | 54.17% | 48 |
| US | 44 | 274 | 35.91% | 9 | 436 | 57.14% | 763 |
| **Grand Total** | **57** | **364** |  | **14** | **565** |  | **1000** |

When we look at the data after 2016 years, we see that August has lowest success rate.

When we review the data before 2016, we are not seeing August as the lowest successful month, December has the lowest success rate in prior to 2016.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Months**  **(After 2016)** | **failed** | **successful** |  | **Months (Before 2016)** | **failed** | **successful** |
| Jan | 42.11% | 57.89% |  | Jan | 42.55% | 57.45% |
| Feb | 41.18% | 58.82% |  | Feb | 36.84% | 63.16% |
| Mar | 37.84% | 62.16% |  | Mar | 42.22% | 57.78% |
| Apr | 35.29% | 64.71% |  | Apr | 42.86% | 57.14% |
| May | 37.93% | 62.07% |  | May | 46.15% | 53.85% |
| Jun | 31.03% | 68.97% |  | Jun | 35.19% | 64.81% |
| Jul | 32.43% | 67.57% |  | Jul | 36.54% | 63.46% |
| Aug | 45.16% | 54.84% |  | Aug | 46.67% | 53.33% |
| Sep | 34.62% | 65.38% |  | Sep | 33.33% | 66.67% |
| Oct | 34.78% | 65.22% |  | Oct | 37.50% | 62.50% |
| Nov | 31.43% | 68.57% |  | Nov | 43.24% | 56.76% |
| Dec | 38.24% | 61.76% |  | Dec | 47.50% | 52.50% |

Average # of backers higher in successful outcomes compare to failed outcomes.

Standard deviation in successful projects is higher than the failed ones.

37% of the successful projects backed amount are in outliner, 45% of the failed projects backed amounts are in the outline.

Where goal amount is between 15k-25k and 30-35k success % is the highest but followed by 1k-5k goal amount. As goal amount hits greater than 50000 mark success rate is in the lowest rate, also failed rate increased as well. Highest failed % in goal amount between 10k-15k amount.

As we review the data, we don’t really see an explanatory trend between goal amount and failed or successful outcome. We will need further data to analyze the reasons.