Conclusions

1. Of all 1000 project submitted for crowdfunding only 57% of them were successfully funded while 36% failed to attract any funding for backers. From the data we can observed that 6% of projects initially submitted were cancelled while 1% of the project is still review (live).
2. Considering the categories that were submitted for crowdfunding, Theater received the highest attention and got funded accounting for 33% of successful project followed by film and radio and music each at 18%. Journalism projects received the least attention and least funding only 1% of the projects under this category received funding.
3. There was greater variation of crowdfunding over the years. The pattern shows that there was a peak in in 2010 followed by decline in 2013 before trending upward. In subsequent years the results were more of ups and downs with 2017 and 2019 represented the most successful years of crowdfunding. 2020 was the worst year for projects submitted for crowdfunding potentially because of the outbreak of pandemic.

Data Limitations and addition tables or graphs

1. The number of backers in industry specific may have influence the opportunity to get funding. From the data we observed that out of 7275005 backers of the projects, Film & Radio Theater, and music accounted for 70% of the backers compared to the other industry. For example, only 4% of the backers supported Food related projects.
2. Project publicity, trendy, and social influencers may have affected how projects were funded by backers. Crowdfunding hugely relies on social media visibility and number of followers. Most industry players in Theater, Film & Radio and music have heavy presence in social media and these categories of people may use their influence and network and connection to influence on how projects get attentions for funding.
3. The data does not also provide information on the industry of the backers to determine whether belonging to specific industry create biasness towards funding of other projects not related to his/her industry.
4. Pivotal table on Outcomes, primary category and backers will provides information on the role of backers and their influences on the projects.
5. A big chunk of backers is at the extreme ends of the amount contributed. A graph to represent the amount contributed against outcomes can be useful.