Crowdfunding written analysis

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From the one-thousand sample projects presented and analyzed in the dataset, there are several conclusions that can be drawn. The first conclusion is that journalism, being the smallest campaign was the most successful with a one hundred percent completion rate. On the flip side, while theater had the largest number of campaigns, its percentage of success is smaller than that of film and video with fifty-four vs. fifty-seven percent in the respective categories. The second conclusion that we can draw from the data is the largest and perhaps most popular category seeking crowdfunding is theater with three hundred forty-four of the total one thousand campaigns. Followed by the film and video music as well as categories with one hundred seventy-eight and one hundred seventy-five campaigns. The third conclusion is that for all years, the first quarter proves to be the time that the highest funds are raised.

While this dataset provides a decent amount of information, it does have some limitations. It may be helpful to understand the reasoning behind the fifty-seven canceled campaigns. An additional limitation of the dataset is the limited quantity of campaign representation from countries other than the United States. It would prove difficult to provide accurate and detailed analysis of the success or failure of campaigns in other countries. There is a further limitation in not having the number of persons/organizations that contributed to each campaign.

Suggestions for additional tables or graphs would be creating a table and pie chart to analyze the length of time a campaign ran versus the funding received. A bar graph that compares the spotlight data with the staff picks and comparing that to the campaigns outcome and funding received. One more suggestion would be a detailed analysis by country, to determine what would be the result of comparing campaigns by category and amount funded and chart with a bar graph.