While a bit over half of Crowdfunding campaigns reported are successful, the time of year, category, and goal of the campaign are all contributing factors to a Crowdfunding campaign’s success.

If planning a Crowdfunding campaign, trends indicate to aim for the first 5 months of the year, the month of August tends to be the worst month to launch, and the last quarter of the year sees significantly more failures than the first half. While the arts tends to be see more success than other categories, plays, especially theater plays, see the highest rate of success. And, further, the most successful campaign’s have goals set between $15,000 - $30,000.

Notably, the current data is limited in contextual understanding of why the time of year is important, and also contains very old data, which may skew the results when looking at overall trends.

I would be interested to perform further analysis on success versus failures per country, per category, to provide insight into differences in importance places on different categories in different cultures. Also, what was the percentage of success/failure per target goal per category. This may help highlight outliers in categories asking for above or below average funding contributing to the campaign outcome.