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**Crowdfunding Analysis**

Conclusions

Among the 9 different parent categories, all but Journalism returned around a 50% success rate. Journalism was the only parent category with a 100% success rate, however the small sample size of 4 greatly reduces the importance of its success. The categories with the most attention—Theater, Film & Video, and Music—demonstrate an audience preference towards visual and audial entertainment.

Plays, the most populous subcategory, make up the entirety of the Theater parent category. The number of Theater campaigns is nearly double that of the next 2 most numerous parent categories—Film & Video and Music. This makes the subcategory Plays not only more popular than the other subcategories, but also their parent categories as a whole.

On average, while the number of cancellations tend to stay relatively consistent year-round (only varying by around 10 cases), the number of successes drops at the end of the 3rd quarter and beginning of the 4th quarter (September – October). The number of failed campaigns also reach a record low during this period, indicating that less campaigns are created during these two months.

Limitations

Although a sample size of 1000 would normally be considered strong, it is small compared to the number of parent and subcategories present within the dataset. With some subcategories containing less than 10 campaigns, in depth analysis becomes difficult. Obtaining more data pertaining to less popular parent category/subcategories may uncover hidden trends within each parent category/subcategory. Additionally, data was only taken from 7 different countries, with a focus on Western countries. Expanding the data to survey more Eastern countries would eliminate the Eurocentric bias present in the current dataset.

Extensions

Another useful table and graph would be comparing crowdfunding success rate of specific parent/subcategories between countries. While Documentaries, for example, may be popular in one country, it may be less so in another. Understanding which market favors a particular product can provide insight into where crowdfunding companies should invest their future resources.

Bar graphs looking at the distribution of outcomes by brackets of total goals can also be created. Perhaps some of the crowdfunding projects failed simply because their fundraising goal was unreasonable. Seeing the relative numbers of successes, failures, and cancellations per goal bracket can shed some light on which goal ranges tend to be the most fruitful.