

From Table 1, even at a quick glance without value labels, one observes that the most common crowdfunding category is theater, followed by music, but music campaigns are much more likely to be successful. In addition, technology campaigns are the most likely to be canceled, possibly because of complications with supply chain and manufacturing (the other categories appear to have less SC and M components).



From Table 2, it is striking how many campaigns support theater. It’s also noticeable that music concerts are almost always funded – perhaps because the goal is so low.



Table 3: I guess I feel like there are some challenges to thinking about campaign state by month created, because we aren’t certain how long the campaigns last, and at the same time the date on which the campaign ends, nor when individual contributions were made throughout the campaign. That said, it looks like you want to avoid July, August, September, and December, possibly because consumers spend less time on their devices in the summer, or maybe it’s about cyclical changes in the type of product consumers by, say between vacations and manufactured commodities. December is likely a weak month because of competition with traditional holiday purchasing.

Table 4 indicates that you are much more likely to be successful if you aren’t overly ambitious – stick to goals below $10k and your odds go up. There is a slight pop between $35 and $45k, but things seem to get risky above $50k, with crowd-funders more likely backing out of their own campaigns.

After looking at the limitations of the three tables, gleaning some basic insights and noting limitations, I’d be curious to see average length of time of campaign by state of campaign, broken out by category, which I think might show more information about, how different types of campaigns fair at different times of the year, and maybe shine some light on the different types of campaign strategies out there (are there lots of short small campaigns for musicians, longer-term campaigns for theater, etc).