Conclusions from Crowdfunding Book

1. Audio and visual-audio art projects draw the most attention with the highest success rate and also have the highest failure rate.
2. Audiences from the Crowdfunding platform funded the most in traditional arts like theatre, documentaries, and photobooks.

Least interested in electronic arts like animation, web, games, wearable

1. Crowdfunding platform has had a steady funding rate for over 10 years.

Limitations of the dataset

1. 2020 shouldn’t be used to show the growth, because of special conditions throughout that year.
2. We should have a worksheet that shows data of interest based on countries, to create better storytelling.

3. Growth per category, to see the differences of interest throughout different categories per year.