While analyzing the database of crowdfunding projects there are some trends that I noticed that can help us discover how to find success while running as campaign.

My first observation is that with 344 out of 1000 data points, there are more campaigns to fund ‘Theatre’ than any other category, all of which fall under the ‘Play’ sub-category.

One other item that stands out is how few campaigns there are under the ‘Journalism’ Category, only accounting for 4 out of 1000, all of which failed. The lack of ‘Journalism’ campaigns could be attributed to them historically failing or it could be that with such a small sample of them we cannot determine how successful they can really be.

When looking at successful campaigns against failed campaigns the biggest thing that stands out is the number of backers. The median of backers for a successful campaign stands at 201 versus 114.5 for failed campaigns. When looking at the mean you have 851.1 backers for successful campaigns and 585.6 for failed campaigns. This lets us assume that one of the major driving factors to running a successful campaign is attaining as many backers as possible.

One limitation that stands out to me is that although the dataset represents 7 different countries, the United States accounts for 76.3% of the total number of crowdfunding campaigns represented in the study. This means that if we want significant data for some of the other countries, we may need to gather more data.

While we do have graphs and charts where we can look at the performance of crowdfunding campaigns by country, they do not actually let you compare the data between them. You can only look at the data of each country one at a time or grouped together. I would add more visuals where we can compare the data of one country against another on the same graph without switching back and forth.