Charting Crowdfunding Campaigns

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?

Parent Category

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 11 | 60 | 5 | 102 | 178 |
| food | 4 | 20 |  | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| journalism |  |  |  | 4 | 4 |
| music | 10 | 66 |  | 99 | 175 |
| photography | 4 | 11 | 1 | 26 | 42 |
| publishing | 2 | 24 | 1 | 40 | 67 |
| technology | 2 | 28 | 2 | 64 | 96 |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

Sub Category

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| animation | 1 | 10 | 2 | 21 | 34 |
| audio |  |  |  | 4 | 4 |
| documentary | 4 | 21 | 1 | 34 | 60 |
| drama | 2 | 12 | 1 | 22 | 37 |
| electric music |  | 8 |  | 10 | 18 |
| fiction | 1 | 7 |  | 9 | 17 |
| food trucks | 4 | 20 |  | 22 | 46 |
| indie rock | 3 | 19 |  | 23 | 45 |
| jazz | 1 | 6 |  | 10 | 17 |
| metal |  | 3 |  | 4 | 7 |
| mobile games |  | 8 | 1 | 4 | 13 |
| nonfiction | 1 | 6 | 1 | 13 | 21 |
| photography books | 4 | 11 | 1 | 26 | 42 |
| plays | 23 | 132 | 2 | 187 | 344 |
| radio & podcasts |  | 4 |  | 4 | 8 |
| rock | 6 | 30 |  | 49 | 85 |
| science fiction |  | 9 |  | 5 | 14 |
| shorts | 1 | 5 | 1 | 9 | 16 |
| television | 3 | 3 |  | 11 | 17 |
| translations |  | 7 |  | 14 | 21 |
| video games | 1 | 15 | 2 | 17 | 35 |
| wearables |  | 16 | 1 | 28 | 45 |
| web | 2 | 12 | 1 | 36 | 51 |
| world music |  |  |  | 3 | 3 |

Outcomes Based on Launch Date

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Row Labels** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| Jan | 6 | 36 | 1 | 49 | 92 |
| Feb | 7 | 28 |  | 44 | 79 |
| Mar | 4 | 33 |  | 49 | 86 |
| Apr | 1 | 30 | 1 | 46 | 78 |
| May | 3 | 35 | 2 | 46 | 86 |
| Jun | 3 | 28 | 1 | 55 | 87 |
| Jul | 4 | 31 | 1 | 58 | 94 |
| Aug | 8 | 35 | 1 | 41 | 85 |
| Sep | 5 | 23 |  | 45 | 73 |
| Oct | 6 | 26 | 1 | 45 | 78 |
| Nov | 3 | 27 | 3 | 45 | 78 |
| Dec | 7 | 32 | 3 | 42 | 84 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

Conclusion 1.

Based on the parent category statistics, it is observed that theater has the highest success rate at 187, while journalism is the lowest with 4. It is highly recommended that funding to theater is an ideal investment.

Conclusion 2.

Based on the subcategory statistics, it is observed that the play has the highest successful rate at 187, while world music found little success at 3.

Conclusion 3.

The Outcome Based on the Launch Date indicates that July is the highest of all Launch date at 58 successful launch and December has the lowest outcome based on launch date with 42.

1. What are the limitations of this database?
2. Different countries have a different culture that could influence the outcome of the database.
3. Currency is also a limitation as it is not standardized, therefore it influences the value of the money generated.
4. The data given are only from 2010 to 2020. Any other database that is not included are consider bias.
5. What are some other possible tables and/ or graphs that we could create, and what additional value would they provide?

Countries vs Average donations tells us how much a country spends on average for crowdfunding.