Above are two charts that were created in the excel workbook with online campaign funding goal information. A few things pop up, two of which are obvious. Firstly, there is a significant number of projects belonging to the “plays” category, which while it would seem that the majority would fail due to competition, roughly half of them succeed which is in line with most of the other categories. There are exceptions however, primarily in the wearables and web categories, which could be explained by either consumers being unfamiliar with the market or the option to easily give a demo of the product they are funding. In contrast, to disprove the aforementioned points, you can look at video games and mobile games as examples that should have a high success rate, or animation, which should have a low one. More investigation or calculations would be needed to prove anything for sure.

As for the next major point, we can look at the second chart, which shows the number of projects started in each month, across each of the different outcomes. We can clearly see a spike in the number of successful projects over the months of June and July, with a dip in August counteracted by a relative spike in failed projects in the same month. This may be explained somehow with the fact that this is summer, and more projects overall may be launched, with a higher proportion being successful as people who can invest decide to. There is something there, however more research is needed to find what exactly that is. Another point of interest is that between January and May, the number of failed and successful projects are proportional, i.e., when the number of one of them goes up or down, the other follows suit. There may be a correlation in non-summer months that needs to be explored.