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| crowdfunding campaign insights  Success through data |
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## Effyopolis Crowdfunding Plan

### **Top Three Conclusions**

#### success is volitile

With massive variability of success, crowdfunding is not for the faint of heart. The companies that succeed have a massive variance. As well, the minimum number of backs that one company might need to be successful can be eerily close to how many backers another company had that failed.

#### Higher goals are not less atainable – up to a point

Success leapt up and failure plummeted at $15,000 to $19,999 goals. This was largely maintained until the tipping point of $35,000-$39,999 goals, at which point success began to fall and did not recover.

#### Date Created was not greatly impactful

While there were some minor ups and downs, Success and Failure each hovered in their respective, small ranges. It will be interesting in the future to see decade over decade change.

# Limitations

#### Lack of context

The most significant gap in this data is, “Why?” Why would investors have been more interested in plays in June 2013 than they were in June 2014? Below are examples of data points that could be helpful in identifying causes for trends:

* GDP per country each year
* Growth in established companies in these categories each year

#### Little investor information

In order for us to understand what investors want, we need to know something about them. This way we can advertise on sites and other media that are popular with the people most likely to back us. Useful data points would include:

* Backer age
* Budget/income
* What else do they invest in?

#### Small sample size

While the percentage change in successful campaigns may appear large, the number of campaigns is often in the single digits. This leaves room for outliers to heavily skew data.

# Other Useful Data

#### percentage success by category

Count metrics can be deceiving. For example, while the Theater category’s success bar towers over all others in the chart, it has a great number of failures as well. Meanwhile, Technology’s modest-looking bar hides a much higher rate of success. To compare the percentage of success and failure for each category and subcategory would provide more insight.

#### percentage success by average donation

Are you more likely to succeed if you have a small number of backers who each make a major donation, or a big number of backers who each donate a little? This would also help to identify how and where to invest in advertising.