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

**Conclusion 1:** Theatre could be a risky area to attempt a crowdfunding project. There is a lot of theatre projects trying to receive crowdfunding support, more theatre projects than any other were attempted and also more failed. While it is not the highest percentage of failed projects, around 38% of theatre projects do not meet their funding goals.

**Conclusion 2:** If we are just looking at the number of projects funded, the most opportune time to attempt a crowdfunding project would be June to July. While these months are two of the highest for projects, they are also the two highest for projects to be successfully funded. If we were to add a percentage to the mix (see chart 2 on *Pivot!Outcomes by Month*) June and July are also achieved the highest success rate for projects and were 5% over the average. This does not hold true for every year since 2010, but overall on average, June and July have been the most successful months.

**Conclusion 3:** Crowdfunding projects seems to be maturing and creators becoming savvier. From 2017 to 2019, there was of a pattern of more months in which the majority of projects were successful. While there is likely a number of factors that could be influencing this, a few possibilities include:

* Maturation of the platform and crowdfunding in general providing better tools for promotion and project creation
* Creators understanding better what projects are likely to be funded and therefore a higher quality of projects being attempted.

## What are some limitations of this dataset?

The dollar amounts are in different currencies for different projects. In order for amounts to be accurate we would need to retrieve the currency conversion values to one currency (probably USD as most projects are in that) at the point in time that they were funded, which would be considerable effort. A conversion at today’s pricing would be OK, but not 100% accurate as currencies have changed a lot over the last 12 years.

There is not an even number of projects sampled from across categories (min 4 to max 344) and years (84 – 108). This imbalance has possibility of skewing numbers. We cannot see the overall data set, so we cannot know if the original data is also skewed towards those years, but stratified sampling could help overcome this.

We cannot see which platform this dataset is from, or whether it is combined data from multiple platforms. This could help us understand if a particular crowdfunding platform is more successful (eg Kickstarter vs Go Fund Me).

There is no median donation amount, so we cannot see whether the funding is heavily driven by a small group of contributors, or whether the mean donation is an accurate representation of the funding spread. In the same vein, min and max donations would be interesting data, as well as quartiles, but that may be unreasonable to expect from such a data set.

I think/hope these might be randomly generated data points as theatre piece/play called ‘Horizontal attitude-oriented help-desk’ does not sound like a particularly though provoking production.

## What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

**Average pledge per backer by category** (bar or scatter plot) – This would help us understand if a particular category receives more funding per person.

**Funding goal by category** (Scatter) – This would help us understand the spread of goals over categories and whether particular categories have higher goals.

**Funding goal vs success** – Charting could show us whether lower or higher targets are more likely to be crowdfunded. This could help creators know whether a lower more conservative target is likely to get funded vs a big splashy target. It may seem counter intuitive, but would bigger risk/bigger reward pay off? (I then found that this was in the Bonus section, but had already written it so I left it here)

**Staff pick/spotlight vs success rate** – Does being featured as a staff pick help projects become successfully funded? Does this vary by category? Are staff picks or spotlights favouring particular categories?

**Unfunded projects over time** – Has the average unfunded project been receiving a lower number of backers and a lower percentage of their goal funding as time has gone on. This could suggest that backers are being more discerning in their backing as they are recognising projects that are more likely to complete and therefore lower risk.

**Success or failure vs country** – Are projects in certain countries more likely to be successfully funded? Is the average backer in some countries more generous than others (after adjusting for currency conversion).