**Module 1 Challenge – Crowdfunding**

Crowdfunding campaign conclusions

1. The number of crowdfunding campaigns is heavily weighted toward categories that would be considered to be “the arts”. Another way to look at this is to say that crowdfunding appears to be heavily weighted to projects which are limited in their ability to raise capital through alternative sources such as equity or debt offerings.
2. Overall, the best time of year to start a. crowdfunding campaign is during the “summer” months of June and July. Interestingly June and July are the two best months, and are followed by August which is the worst month to start a campaign.
3. Although the data is somewhat limited it appears that Italy has an appetite for technology in the crowdfunding space. There have been 5 projects across the various sub-categories of technology and all 5 have been successful.

Dataset limitations

1. The “blurb” section doesn’t provide clarity as to what specifically the funding is for. It would help to know if a more specific “blurb” would attract more attention to the project
2. How access to alternative funding sources effects crowdfunding performance. Were there parallel campaigns across traditional capital acquisition methods?
3. What the cost of and criteria for being spotlighted is. One could compare results using “spotlighting” but the results would be far more helpful with this delineation.
4. “Staff Pick” – same issues as in #3.
5. Project location. The data shows the country where the campaign takes place but does not show the location of the actual project. For instance do projects in New York city attract more capital than projects in Phoenix?
6. The structure of the ask. Crowdfunding can be used for various types or projects:
   1. Helping an individual in time of need
   2. Social causes
   3. Funding a business venture
   4. Funding an investment fund
   5. Funding “the arts”

Each of these categories will likely attract a general “type” of donor. In my mind, this is the biggest limitation of this dataset. People do things based on their own motivations. I would want more insight as to who is drawn to what type of project. For instance, it would be very helpful to know average donation size based on the type of project.

Additional tables and/or graphs

1. Outcome by goal size – is there a relationship between the size of the ask and the success.
2. Outcome by numbers of backers – Provides insight related to targeting of backers.
3. Outcome by average donation – Again provides insight to related backers.
4. Average donation by country – How many donors do you need to attain.
5. Outcome related to being either a “Staff Pick” or a “Spotlight” project. Is it worth paying extra for more exposure?