**Crowdfunding Report Analysis**

**Conclusions:**

* Film and video had the most effect on crowdfunding success when considering the comparison of overall total, success and failure rate.
* Radio and podcasts are ineffective for crowdfunding with data that shows very low interest with a grand total of 8 and a 50% failure rate.
* June and September are high peak times for success in crowdfunding.

**Limitations:**

* Comparison of success with the variety of differences in goal vs pledge.
* Timelines of date launched and deadline.
* Platforms used to push out marketing for campaigns. Who has access to them? What age demographic?
* Cost for marketing for campaigns.

**Additional Tables and Graphs:**

* I would like to see additional graphs in average donation and campaign backers. With this said, I believe this would be eye opening to see on average how much you’re earning, and see if a larger amount of people or a certain group of people should be targeted in marketing.
* the most effective to implement more marketing those areas.
* I would include tables with platforms or marketing strategies that include those costs. This will allow us to see overall costs and funds raised to see how much they truly raised.