Crowdfunding Goal Report

Given the data I can conclude that Theater fundraisers hold the highest success rate with film and video following as the second most successful fundraisers. I can also conclude that the month of July proved to be the most successful month for fundraisers however it is not drastically more successful than other months. Lastly, fundraisers with a goal of $10,000 to $14,999 hold the highest success rate however I also see that the total number of projects for that goal group is the highest number of projects as well. Based on these findings I can conclude that the month of the launch date does not correlate with whether or not the fundraisers are successful or not. I can also conclude that Theatre fundraisers specifically plays hold the highest successful fundraisers as well as a direct positive correlation between the number of projects and a successful outcome.

Some limitations on this data involve the backers count. I do not know the amount of people that attended each fundraiser and if that has a direct correlation with how much was pledged therefore making the fundraiser successful or failed.

Based on the data I could recommend additional graphs or tables outlining whether the fundraisers we staff picked or not. This would give insight to whether or not more fundraisers were successful based on if the were a staff pick. I could also make a graph outlining the average donation of each category. This would tell me if the donation amount if higher or lower per person based on the fundraiser category.