Written Report

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**Conclusions to Crowd funding:**

Overall, Media and Music are the best ways to get the attention of a funding audience as they has the higher successful numbers. This is more available to the social media of getting attention for most.

Not surprisingly Plays category is the most effective crowdfunding entity. Plays are still in person and very much a social environment. More availability to pocketbooks and social setting, as well as the human contact. It is harder to say no to someone in person.

January, October, and November we the most successful months in the years. January could appear to be a ‘guilt’ month after all holiday celebrations. People realize what they spent on themselves, they feel guilty and would like to relive that with giving. October is a good pre-holiday month; this is the first kick off month to many celebratory days to come in the following months. November is clear, it is the month of giving thanks, what better way to show this than funding for charities.

**Limitation to dataset:**

Staff pick and Spot Lite are to general, should have included type of position in staff to be able to isolate the audience and possibly the position of staff and their contributions. This could be an economic barrier for funding expectations.

**Additional tables/graphs and value**:

Making a table by the country again isolating failed, successful, cancelled, and live, we could have seen if one country appears to be more giving as well as showing economic well-being.

**Statistical Analysis:**

The Mean is more based on the equation of numbers as the Median is really the center point of the numbers given. Based on the numbers in this dataset, it appears the Mean would be a better measure since we are looking more for understanding of pledges, not how much the pledges were. If we were looking at how much was being pledged, the Mean would be better as it would better represent the overall average donated.