Challenge 1 Wrap Up

Three takeaways from the crowdfunding project:

1. There was overwhelming success in the film, music and theater campaigns. While Journalism had almost zero participation. So for next years campaign, for emphasis could be targeted to the more successful programs.
2. Plays had by far the most participation of programs, so depending on what you wanted for next year, there could be two ways to approach this. For next year, seeing how successful pays were, you could focus more on plays to bring in more revenue. Or, knowing that plays were so successful, they could focus on some of the smaller programs to try and boost their participation that way.
3. One of the interesting things that I pulled from this data, was the fact that it appears that there is a sweet spot in the campaign goal. If the goal was from $15,000-$40,000, those campaigns had a much higher percentage of failures, but between $5,000-$15,000 and above $50,000, those had a much higher percentage of successful campaigns.

One of the main pieces of information that is needed is how much each campaign brought in, a graph showing those numbers in definitely needed. We also don’t know why we had failed/cancelled campaigns, if that info was available that would be greatly beneficial. Another beneficial piece of information that would be helpful would be to know the locations of successful and failed/cancelled locations. If you could pinpoint the locations that were more successful, you would be able to target those locations more.