**Robin Ryan**

**Crowdfunding Report Questions:**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Over half were successful
    - #1 Theater-specifically Plays, #2 Film & Video – specifically Documentaries, #3 Music
  + Same results regardless of Country
  + June/July are the best times of the year to Crowdfund
* What are some limitations of this dataset?
  + There is a 10 year span of data – some categories/sub categories may not be relevant in later years or may not have existed in past years
  + “Failed” campaigns – needs more context – plenty of “failed” campaigns raised more money than successful campaigns especially at the highest level (>$50,000 goal)
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + I would look at average amount per backer to see if there is a correlation between number of backers and amount given. Try to determine whether “quality” ($ amount given) vs “quantity” (# of backers) should be focused on.
  + I would also focus more on Goal amount and success rate – is there a “sweet spot” and compare to the types of campaigns that were run.