Crowdfunding Analysis

Question 1: Given the data provided, what are three conclusions that we can draw about the crowdfunding campaigns

Assumptions:

* Expense events are distributed equally percentage wise.
* The folks who are creating and managing the events are equally competent.
* Marketing and social events target the same number of folks year over year.

Questions to Answer:

What are the “3” conclusions that we can draw about crowdfunding events

1. High Level – Overall yearly campaigns did not meet their goals; goal vs pledged were $43,983,100 compared to $42,748,055. Although it was close, additional marketing effort may be required to meet multi annual goal results. Moreover, it’s difficult to determine currently IF we’ve done better YOY or worse since we haven’t reviewed YOY data.
2. Monthly Velocity – June and July drove the biggest success rates. May and Aug failure rates were the highest. Review the months that you have your biggest campaigns and determine whether campaigns should shift more to the success months (or not).
3. Campaign Success by Category: Theatre, music and film and video drove the highest traffic. While journalism, games, and food drove the least. Technology and Publishing had the highest success rates % wise overall compared to total number of backers. We may want to provide additional effort in the Tech and Publishing efforts.

What are some dataset limitations:

1. No viz on expenses compared to revenue achieved and how much those expenses drove returns.
2. Limited view on global/country economics vs individual contributions (do people contribute more during good economic times OR not).
3. Monthly analysis doesn’t break down results by year, so we’re summing months aggregately and we haven’t drilled down to year over year for results. This would help considerable to determine if our efforts over time are better or worse.

Additional Graph and information to provide additional insights:

1. I want to look at success over time. Current information doesn’t provide clarity on whether we’ve improved or not. Did we not meet our goals early on and now crushing it OR have we reversed and met our goals early on and now failing.
2. What percent of our crowdfunding monies are part of the larger donation pool in these categories. For example, are we only tapping into a small % of folks’ donation nationwide or do we have the lions share compared to others organizations vying for the same pool of monies.
3. Look at the economy annually (are we in a recession or are people confident in spending) and compare this data to annual donations THEN look at how people spend comparatively over time and see if we’re doing well or not.
4. Determine whether we campaign in the same pools every year and create data viz on New, Reoccurring, and Folks NOT contributing to demonstrate year over year customer loyalty.
5. Determine by customer who is increasing annual pledges, who are the biggest backers and why; doesn’t appear we’ve drilled down to backer results enough to truly understand the whys.