# WRitten Report

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## Questions

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| **1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?** | | |
| * On average 36% of campaigns will fail, while 57% of campaigns will be successful. | |
| * The three most popular funding campaigns are Theater, followed by film and video, then by Music. Of the three, Film & Video and Music are slightly more successful that theater campaigns by 2-3 percentage point. Of categories that had more than 50 campaigns, Technology had the most successful campaigns at 67%. | |
| * Campaigns were more likely to be successful in June and July (as seen in Outcomes by Month), and if you fundraised between $15,000 and $35,000 (as seen in Outcomes by Goal) | |
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| **2. What are some limitations of this dataset?** | | |
| * The campaigns had different durations between the start of the campaign vs end of campaign. | |
| * Not enough drill-down for Theater on what kind of Plays are more successful than others. | |
| * The success of campaigns could be influenced by macro economic trends. Moreover, it would be nice to see other factors like gender, age, and annual pay to get an idea of the demographics of campaign donors. | |
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| **3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?** | | |
| * Find the delta between the number of days of the campaign was open and see if there is a correlation between # days open and success. | |
| * Compare US success rates vs international success rates. | |
| * Of Music campaigns, see what genre is most popular. | |