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| Crowdfunding Analysis & Recommendations for Fever  2021 |  |
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| July 1, 2021  Data Analytics Boot Camp  Authored by: Tally Anter-Rupa |  |

# Supporting Fever – Crowdfunding Analysis & Recommendation

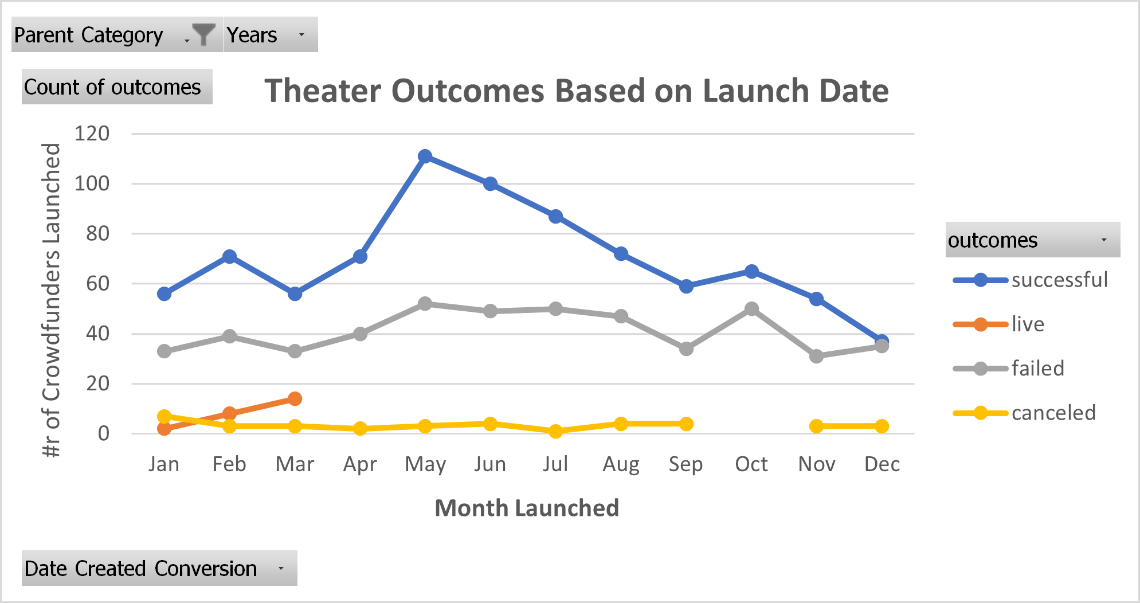
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| Purpose: This report is designed to providing historical analysis on past crowdfunding projects and through analysis provide recommendations based on the most successful outcomes using data provided. | | |
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| Background: Louise has a funding short fall for her play Fever and has requested a report in order to measure the success of various campaigns based on funding goal and launch date .  The analysis was completed using crowdfunding data provided from May 17, 2009 to March 15, 2017. Raw data was analyzed in order to provide recommendations regarding most successful funding goals, campaign launch date and length of campaign with a focus on theater crowdfunding. | | |

## Analysis:

Crowdfunding data was analyzed in order to understand the success rates of campaigns based on funding goals and launch date.

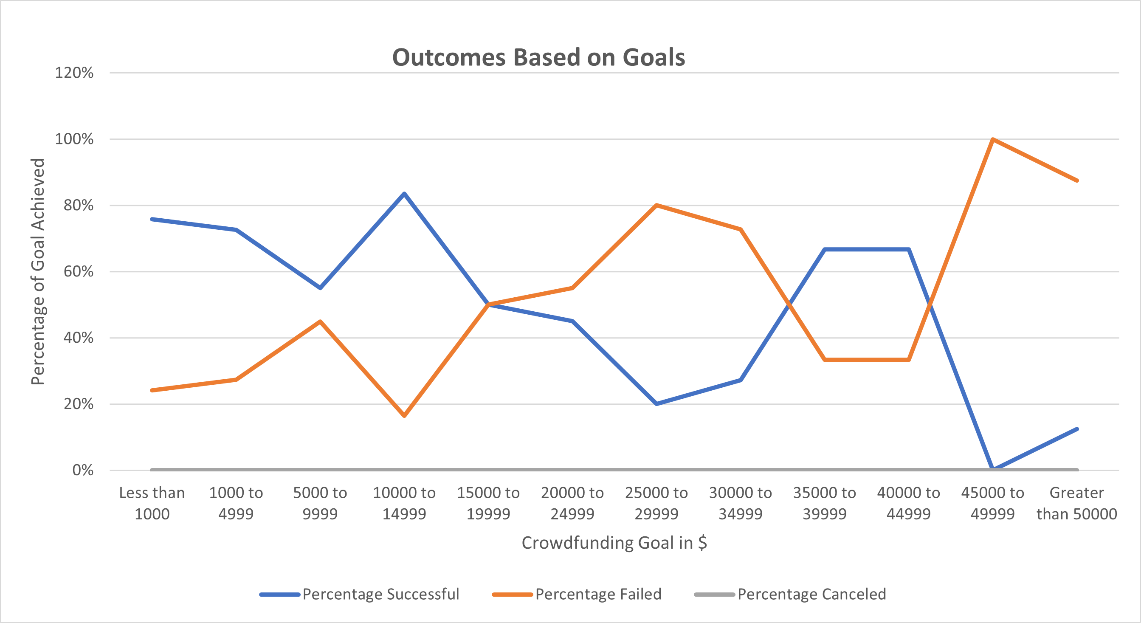
**Campaign Launch Date:**

Campaign succuss was analyzed and measured based on launch date. The most successful month to launch theater crowdfunding campaign is assessed to be in May, when 111/166 campaigns launched were successful – this a success rate of 66.9%.



Recommended Goal:

The recommended goal for the Fever project is between $10,000 and $14,999, based on analysis of funding goal success of 84% - which is the highest success rate of all funding goals reviewed.



Additional Recommendations:

The average donation to successful crowdfunding theater campaigns was $82.16, indicating requesting smaller donations may make the campaign accessible to more donors.