Crowdfunding

* **FACTS**

1. 70% of the campaigns are integrated by theater, film and video and music categories.
2. Theater plays are the most frequent campaigns for crowdfunding.
3. July and August are the months on average with more successful campaigns and every year successful percentage is higher than 50% of total campaigns.

* **LIMITATIONS**

1. Exchange rates for different currencies not included to valuate all campaigns in one single currency.

* **POTENTIAL INFORMATION**

1. Table/graphic with duration of crowdfunding campaigns can be included to determine the average period of days for each category and sub-category.
2. Table/graphic of campaigns by campaign owner, there are users with more than one campaign with different categories, this would determine current success rate per user.
3. Number of backers per category to determine the categories of more public interest.