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Data Analytics Boot Camp

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Kickstarter Campaigns

Based on my review of the data received relating to Kickstarter Campaigns, we can definitively state a new campaign has a 54% chance of succeeding. While projects between $1,000 and $5,000 are the most common, campaigns that are valued at less than $1,000 have a 5% greater chance of succeeding. Campaigns in the theater category with a subcategory of plays have a 65% chance of being successful. If a new campaign is started, the recommendation would be to begin between May and June as those months provide a higher success rate than any other month.

One of the limitations of the dataset provided is that there is no information regarding the reasons a campaign failed or why some campaigns were canceled. Having that information could provide valuable data for a person deciding how to proceed with their campaign. Additionally, there is no specific data providing what specifically makes a campaign successful, the data only shows how many *were* successful.

Outside of the tables and graphs that we have provided in the data set, a useful graph could contain the average donation that a backer may provide during a particular month of the year. Another useful table could show the relationship in percentages of success, failure or cancellation by category and subcategory. Seeing a correlation between the backers and how much month they pledge as relating to success rate could also be beneficial.