**Campaign Outcome Analysis**

**Business Context**

The popularity of crowdfunding platforms such as Kickstarter and Indiegogo have increased in recent years. These platforms have been used by a variety of people, from independent content creators to famous celebrities, to launch new products and generate interest. However, not all projects are successful, and to receive funding, a project must meet or exceed an initial goal.

**Objective**

This analysis looks at a sample of 1,000 projects to uncover trends and propose recommendations.

**Recommendations**

To improve overall success rates, increase the number of campaigns for Journalism, Technology, and Photography, which have an average success rate of 71%, and decrease the number of campaigns for Theater, Food, and Games, which have an average success rate of 57%.

Focus on increasing campaigns for Subcategories Audio, World Music, Television, Web, and Photography Books, which have an average success rate of 75%, and decrease campaigns for Subcategories Video Games, Food Trucks, Radio & Podcasts, Science Fiction, and Mobile Games, which have an average success rate of 48%.

Consider increasing the number of campaigns during June and July, which have an average success rate of 66%, and reduce the number of campaigns for August and December, which have an average success rate of 55%.

**Analysis**

The analysis examined 1,000 projects and calculated success rates based on the number of campaigns broken down into parent and sub-categories over time. However, the analysis is limited by the exclusion of metrics such as amount donated, number of backers, and goal amount. To improve the analysis, it may be useful to break down these metrics by goal bucket, country, and company. This would allow for additional graphs showing the success rate by profitability, popularity, and geography.