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| Photo displaying partial image of two pie charts on a canvas-textured page |
| Kickstarter  A Crowdfunding Sampling |
| |  |  |  | | --- | --- | --- | | Michelle Fegatelli | 11/6/20 | Data Analytics | |

CONCLUSIONS

1. Given the provided data, what are three (3) conclusions we can draw about Kickstarter campaigns?
2. In a sampling of over 4,000 Kickstarter Campaigns, a little over one-third (1,393) of the campaigns fall under the Category of Theater. It could be concluded that theater projects require outside funding. This could be based on an inference that individuals involved in theater projects, be they actors, writers, directors, are not wealthy and require additional funding.
3. In the sampling, All Campaigns for projects related to journalism were cancelled. Additionally, journalism projects are the least funded of the sampled Campaigns. One conclusion is that projects related to journalistic endeavors are not well liked or profitable.
4. Success does not equate to longevity. In this sampling, over one half of the sampled Kickstarted Campaigns are deemed a success. However, of those successful campaigns, 50, or 0.01 precent are currently live.

LIMITATIONS

Although this graph indicates that plays seem to be the most successful of the sampled Kickstarter projects, the ratio of success to live is significant. Almost 700 campaigns were successful, yet of the successful campaigns, 19 are live. What this report fails to take account for is the that success, which in this study equates to funding, does not necessitate longevity.

ADDITIONAL STUDIES

For additional study see Tabs Idea1 and Idea 2