**Findings & recommendations:**

Based on data collected for Kickstarter campaigns in the United States which is illustrated in the chart below, the subcategory “Plays” had the highest number of successful campaigns followed by “Rock” which placed second and “Documentary” in third. Therefore, in comparing currently available options and data, evidence suggests that Louise use “Plays” for her Kickstarter campaign.

A screenshot of a video game

Description automatically generated

A screenshot of a cell phone

Description automatically generated

Utilizing data from the “Outcomes Based on Goals” sheet, with focus on the subcategory “Plays”, it seems like lower priced funding campaigns, especially the ones that are under $1000 had a better success rate. Therefore, Louise may want to consider lower priced campaigns.

A screenshot of a cell phone

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A screenshot of a cell phone

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“Outcome based on Launch Data” shows that the highest number of successes were recorded in the month of May followed by June. On the other hand, the month of December had the most failed campaigns. The data suggests late spring as an optimal launch period, while winter launches appear to carry far more risk.

|  |  |
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| A screenshot of a social media post  Description automatically generated | A close up of a map  Description automatically generated |

**Limitations:**

* The data had good amount of information on the goals and pledged funds, but it would be helpful to ascertain the costs of running the campaign on Kickstarter such as promotion on social media. Having this information could potentially alter recommended strategy.
* The Kickstarter table did not have much information about the *donors* (their numbers, location, ages, education level etc). This data could help Louise to decide an optimal demographic to target.
* Since we do not know how many days the campaigns actually ran for, length of time as a factor in success or failure could not be assessed.

**Suggested Tables and Visualizations**

There are some extra tables/graphs that we could create, for example:

* Creating a chart based on a table from existing data that counts the number of backers could provide clarity on which campaigns are the most popular.
* Showing the average timelines for the campaigns with lower target funds would help to decide how often Louise may want to run a campaign.
* A more focused analysis may have resulted from creating an additional table dedicated to lower priced campaigns along with a histogram visualization to look for potential outliers that may be skewing results to appear more positive than they actually are.