**Findings & recommendations:**

* Based on the subcategory statistic chart, “Plays” scored the best among other subcategories followed by Rock and Documentary. In the U.S. and abroad, Louise would have a great chance of using Plays for her Kickstarter campaign followed by the Rock and Documentary subcategories. It is recommended for Louise to choose “Plays” for her Kickstarter campaign.

A screenshot of a video game

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* While analyzing the chances of success and the outcomes on the “Outcomes Based on Goals” sheet for subcategory *plays*. The evidence suggests that lower priced funding campaigns especially the ones that are less than $1000 achieved a better success rate. Therefore, lower priced goal campaigns are more advised for Louise.

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* The numbers on the “Outcome based on Launch Data” indicate that the highest numbers of success were recorded in the month of May followed by June. While the month of December recorded the lowest numbers of success and a relatively high failing number in the same month. This is an indication that if Louise would like to raise her chances of success for her funding, it is recommended that she starts her campaign in these two months and strictly avoid the month of December.

|  |  |
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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 doesn’t provide any pieces of information about the expenses the campaigners had to spend to achieve their goals and what did they do to attract more donors and impact their decisions to donate.
* The data also did not have much information about the *donors* (their numbers, location, ages, education level etc) to make it easy for Louise to decide what population she should be targeting in her campaign.
* Including all data for campaigns in the Kickstarter data is good but including the very high goal campaigns with small ones seems unfair for small campaigns and skews their data. Therefore, it might be more helpful if the data include and focus more on campaigns with similar targets in the same database.

**Graphs & Charts that should be included in the study:**

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

* Creating a table and chart that include the backers count campaign goals ranges to have a clear idea which campaigns attract more backers.
* Showing the average timelines for the campaigns with lower target funds to achieve their goals and include the most successful ones.
* Creating a table that display campaigns with lower goal funding outlier (and exclude the high funding outliers).