Module 1 written Report

Shannon Landis

There is nothing standing out as to a clear driver for success vs failure for the campaigns in this data set.

The “sweet spot” for a campaign goal appears to be within 15,000 and 35,000 since campaigns with goals in that range had the highest success rate.

Over 1/3rd of the campaigns were in the theater category. This category had a 54% success rate which is comparable to the success rate of all other categories. The journalism category had a success rate of 100%, however there were only 4 campaigns in this category.

The sub-category of mobile games fared the lowest with a success rate of 30.7% followed by science-fiction with a 35% success rate while world music came in at 100%.

There is no discernable difference in the success rate per month or by sub-category.

An obvious measure is the number of backers. Successful campaigns averaged over 200 backers, while failed campaigns only averaged around 114 backers.