Kickstart Campaign Data Analysis Report

Prepared by Trumane Lee

## Conclusions

Based on the data that was provided to analyze successes, live, canceled, and failed Kickstarter campaigns, I was able to develop multiple conclusions that will potentially benefit future stakeholders when investing and allocating funding to these various programs.

* Kickstarter campaigns have the greatest chances of being successful in reaching funding goals internationally when those goals are set to at a target of less than $1,000. The rate of 71% for successful programs. Campaigns with goals greater than or equal to $50,000 have an 81% likelihood of being canceled and/or failed.
* Music-based campaigns have the greatest likelihood of being successful in the United States and internationally (all countries) at 77% compared to other genres of Kickstart programs. However, musical campaigned with a subcategory of jazz are not successful with 100% of campaigns failing.
* Campaigns launched between the years of 2009 and 2017 had the greatest chances of success during the month of May and greatest chances of failure during the months of January and February.

## Limitations

* The data does not give exact beginning and ending points for the years and months the data was captured if before May 17, 2009 and after March 15, 2017.
* The data does not consider if the musical campaigns were based on digital platform releases as opposed to traditional hard copy releases.
* The musical genres are extremely limited and do not explicitly speak to other genres that may exist in other countries internationally.

## Additional Visual Resource Recommendations

* Pivot charts of displaying each subcategory within a category to review campaign status would uncover greater findings to best guide investors on which genres to completely avoid.

## Bonus

* The greater variability in successful campaigns when compared to unsuccessful campaigns comes off as accurate and true, success is lead to by many factors including, but not limited to:
  + How many backers a campaign may have?
  + Popularity of the category and subcategory of the campaign.
  + The launch month and year of the campaign.