Three Conclusions

1. In Bonus sheet. You can increase your chances of a successful campaign when goals are less than $5,000. The number of successful projects drops and failed projects increases as project fund increases.
2. In Category sheet. Theatre campaign in the summer months of May, June are more successful. That is the best time to catch more interest of potential backers.
3. In Subcategory sheet. Plays project in GB are more successful than Plays in the USA when compared across their failed campaigns.
4. In time trend sheet. Theatre appears to be the most successful campaign category in terms of volume of launched campaigns. However, when it is compared with the number of failure then Music is the most successful with ratio of 4.5 successful campaign for every 1 failure. Theatre has a 1.7 to 1 ratio.

Limitations to in-depth analysis.

Based on Linear regression analysis In regression sheet, P-value was high which means that the model is not statistically significant. R squared was too low meaning that the variation in y cannot be explained by the variation in x. Using X as number of backers and Y as increase in percent funded. Availability of data information below can create a better model for analysis.

1. No data to determine the active users overtime. This information will measure the impact of crowd base promotions and how it influences backers. Examples of crowd base promotions are how often you stay connected to your crowd base, compelling pictures and incentives sent out.
2. No data to show if the success of campaign was affected by type of incentives. Are the incentives physical (useable or decoration), digital (survey data on impact their experience Y, N, Maybe). Some type of incentives may be more influential to backers pledging.
3. No data on the number or percentage of people that viewed the campaign video to compare with how many became backers of the project. This will give evidence to the quality of the total packing of the project, if it is clear, catchy, interesting and quality of sound and content of video.
4. No data on the geographical location of backers who viewed the videos. To find out interests of backers according to location.

Other limitations of this data set are

1. To get average donation, saw errors where “0” pledge was divided by number of backers. Used if error function to change the error to “0”.
2. Standardized the goal and pledge in dollars across all data currencies.

Possible Tables & Graphs

1. In Most funded Campaign sheet. Find out type of campaign likely to be the most funded subcategory. By creating a bar chart using max percent funded and sub-category across all countries and filter down the goal amount, countries and subcategory data.

Findings: Backers are willing to overfund more Technology campaigns specifically the Hardware, game tabletop. Backers are willing to fund these campaigns by over 800000 percent of the set goal. These projects presented goals for $1. Backers are most captivated by Technology projects especially Hardware.

1. Based on the bonus graph and Most funded Campaign sheet. Projects with goal of $1 are more successful when they have more backers.
2. In trend on yearly sheet. Line Chart on size of launched project from 2009-2016. We observe a spike in launched project from 2014 to 2016. From 2009 to the 2nd quarter of 2013 as the success level increase, the failed project level was relatively low. In the 3rd quarter of 2013 failed project rose much closer to the successful projects. This shows that with increase in the number fund raising projects, there has been a high increase in failed projects.
3. In Max backers’ sheet. We have the highest number of backers in technology and Publishing category in the United States. Specifically, hardware and radio podcast subcategory. These campaigns were successful. More backers increase success rate.
4. In staff pick sheet. Bar Chart to determine if all Staff Pick campaigns gives enough confidence to backers to raise funds to enable creator meet their goals. I found that not all staff pick campaigns are successful. For every 7.4 successful campaign there was a failed one. Staff pick increases success rate.