Three Conclusions

1. You can increase your chances of a successful campaign when goals are less than $20,000.
2. 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. Plays project in GB are more successful than Plays in the USA when compared across their failed campaigns.
4. 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.

1. No data to determine the active users overtime. This information will measure the impact of crowd base promotions and how it relates to backers. Examples of crowd base promotions are how often you stay connected to your crowd base, Clarity of campaign, 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.

Possible Tables & Graphs

1. Find out type of campaign likely to be the most funded subcategory. By creating a bar chart using percent funded and sub-category across all countries and filter down the countries and subcategory data.

Findings: Backers are willing to overfund more Technology and Music campaigns specifically the Hardware, game tabletop and rock music. Backers are willing to fund these campaigns by over 300000 percent of the set goal.

1. Projects with goal of $1 are more successful when they have more backers.
2. Line Chart on size of launched project from 2009-2016. We observe a spike in launched project from 2014 to 2016. Increase in successful, failed and cancelled projects.
3. We have the highest number of backers in technology and Publishing category. Specifically, hardware and radio podcast subcategory. These campaigns were successful.
4. Check for correlation between number of backers and successful campaign by using Backers count and percentage funded.

Finding: No significant correlation between number of Backers and the percentage funded. This could mean that the interest and ability to captivate available backers can result to success.

That is a hypothesis that needs further analysis.

1. 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.