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.
3. Plays in GB are more successful than plays in the USA.
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

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.

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 3000 percent of the set goal.

1. Check for correlation between number of backers and state of campaign.

Finding: No significant correlation between number of Backers and the state of the campaign.

1. Determine if all Staff Pick campaigns met their goals. I found that not all staff pick campaigns are successful. For every 7.4 successful campaign there was a failed one.