Kickstarter campaigns – outcomes based on the provided Kickstarter Campaigns data

Database conclusions:

1. There were 4114 campaigns launched between May 2009 and March 2017.
2. 53% of campaigns were successful.
3. Campaigns launched from February to May had the highest rate of success.
4. One third (1,393) of the campaigns launched were in the theatre parent category. Of these 76% (1066) were in the plays sub-category.

Limitations:

* Database omits recent trends as excludes campaigns launched in the past 3 years (post March 2017).
* Data set contains potential outliers which can skew the data
* Demographics of users of Kickstarter such as age, ethnicity, education.
* Types of organisations launching projects on Kickstarter. There are few projects launched under the category journalism. Kickstarter appears to be a funding platform aimed at supporting creative start-ups.

Recommendations for further analysis:

* Investigate the average time from launch date to end date for successful campaigns and compare to unsuccessful campaigns.
* Investigate campaign status by country.
* Compare the proportion of successful campaigns by category.
* Calculate the range and mode of average donation for successful campaigns.