**Kickstarter Campaign Analysis – Module 1**

1. **3 (or more) Key Insights**
   1. There seems to be an inverse relationship between the initial goal value and your likelihood for success.

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| **Goal** | **% Successful** | **% Failed** |
| Less than 1000 | 71% | 25% |
| 1000 to 4999 | 66% | 30% |
| 5000 to 9999 | 53% | 40% |
| 10000 to 14999 | 48% | 41% |
| 15000 to 19999 | 47% | 45% |
| 20000 to 24999 | 42% | 49% |
| 25000 to 29999 | 40% | 47% |
| 30000 to 34999 | 39% | 45% |
| 35000 to 39999 | 47% | 40% |
| 40000 to 44999 | 49% | 37% |
| 45000 to 49999 | 29% | 52% |
| >= 50000 | 19% | 58% |

* 1. Theatre, music, and film make up the largest parent categories of kickstarter campaigns with the largest total number of successful campaigns…but they also have the largest number of failed campaigns.
  2. Music has the greatest proportion of total successful campaigns vs. failed campaigns
  3. April and May seem to be the best months to launch campaigns to help ensure success, while December seems to be the worst month.
  4. There are a disproportionate number of plays that are trying to be funded in this data set…this sub-category represents both the greatest number of successes and failures compared to all other sub-categories

1. **Limitations of the Dataset**
   1. We don’t know if this particular dataset of 4,000 campaigns is representative of the total population of kickstarter campaigns
   2. There are pieces of data that are unclear that could be useful for us to help gather additional insights such as “Spotlight” and “staff\_pick”
2. **Additional Useful Tables/Graphs**
   1. We could create two stacked bar-graphs that would show % successful vs. % failed for both parents and sub-category
   2. I would want to look at the total % of successful and % failed campaigns by month…it seems like the insight about December being the worst month to launch might be a little bit misleading.