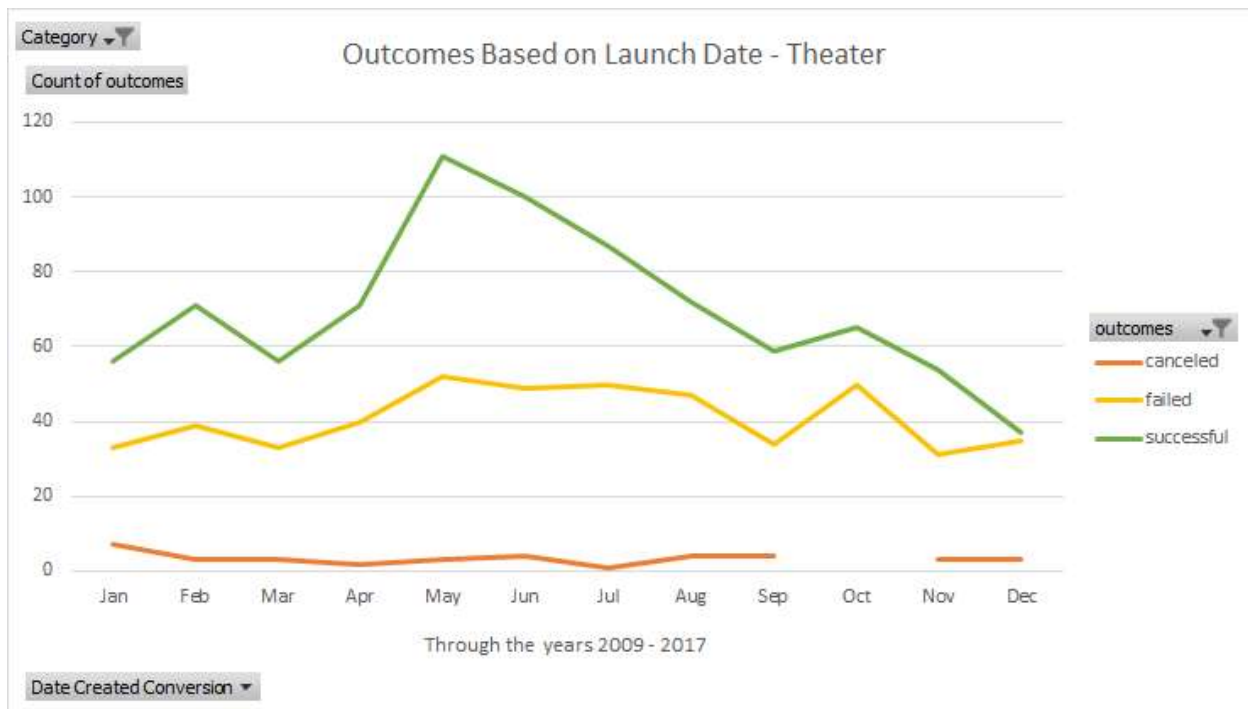


Kickstarter Campaign Analysis



Percentages of outcomes based on goals indicated that goals less than \$4,999 had the highest chance of success for campaigns for plays. From the Kickstarter data, 76% of campaigns for plays with goals less than \$1,000 out of 186 projects and 73% of campaigns for plays with goals between \$1,000 and \$4,999 out of 534 projects succeeded. **Based on the data for the most successful campaigns within a goal range, it is recommended to start a campaign with a goal less than \$4,999.**

In addition, goal ranges where the difference between chances of successful campaigns and failed campaigns were the largest were goal ranges \$45,000 to \$49,999 and \$50,000 or greater. In the range \$45,000 to \$49,999 there were 0% successful campaigns and 100% failed campaigns. In the range greater than or equal to \$50,000 there were 13% successful campaigns and 88% failed campaigns. However, in these ranges that signify that biggest differences between the relationship of successful and failed campaigns, there were minimal total projects with only 5 projects with goals between \$25,000 to \$29,999 and 16 projects with goals greater than \$50,000. **Therefore, the relationship between successful and failed campaigns in these ranges are undetermined due to the lack of data available.**



Outcomes based on launch date during the years 2009 through 2017 for campaigns in the theater category shows that May had the most amount of campaigns out of other months in the year with a total of 166 launched projects. Out of the total projects in May, there were 111 successful campaigns, 52 failed campaigns, and 3 cancelled campaigns. Compared to the other months, May had the most amount of successful campaigns as well as the most amount of failed campaigns. Nonetheless, there was the largest difference between successful and failed campaigns in May, indicating that there is a higher chance of a campaign being successful. **Therefore, it is recommended to launch a theater campaign in May due to the amount of successful plays that occurred in the month between the years 2009 through 2017.**

Overall, these conclusions are limited to the data available in the Kickstarter data set and is based on locating the conditions in which a campaign succeeds. In order to determine more concrete conclusions, it would be necessary to look further into the relationship between successful, failed, and cancelled campaigns. However, to determine the relationships between the outcomes of projects in the contexts of the different strata (launch date, goal amounts, etc.), it requires similar subsets of data for each category being analyzed. For example, when determining the relationship of successful and failed campaigns based on goal amounts, there was little data with the biggest differences to determine a relationship.

Additional areas to consider and further analyze to determine the parameters in starting a campaign for a play include the length of time a campaign lasts as well as determining the number of backers to expect to get in order to reach a goal. The length of time between when a project is launched and its deadline and determining how projects with different time ranges perform can be visualized as a line graph and help plan how long the campaign should last.

Furthermore, after setting the parameters for a campaign, determining the number of backers within those same parameters visualizing in a bar graph through filtering out those parameters could help set another goal while the campaign is live.