Davenel Denis

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Module 1 Submission

Key Queries:

-How many other Kickstarter campaigns were able to meet its fundraising goal in a short amount of time?

-Does length of the campaign determine its success or failure?

Outcomes Based on Goals Analysis

* The highest percentage of successful campaign goals were in the range of less than $1000 to $5000. However, the decrease in success rate compared to percentage failed was at $14,999.
* Beyond $15000 the campaign percentage failure rate started to increase more than the success percentage.
* Recommendation is to focus on projects that are below $15000 since those tend to have a higher success rate. 63% (661 successful below $15,000 / 1047 total projects) of the campaigns were able to meet their fundraising goals. This is a high percentage and significant indicator to identify campaigns at this spend level.

Outcomes Based on Launch Date

* Launch date is a critical factor for the success of the campaign and the length of the campaign is relevant to the success or failure of the campaign.
* There is an uptick in February launch dates that are successful which indicates a good launch date. However, the ideal time frame with the most successful campaign launches in the May and June time period.
* We recommend campaign launches in the first half of the year and less in the second half of the year.

Limitations of Dataset and Recommendations

* This is a robust dataset but would like to determine if there is a seasonality by location. It would be interesting to determine which location and time of year is ideal to launch a campaign. Adding a map chart with data would help the client visualize where and when to focus resources. Also, adding a pie chart would help with visualizing the data for a non-technical client.
* Identifying data that shows cost of the campaign to see if these campaigns are profitable. Would be helpful. Success is different for everyone so I would like to determine revenue from each campaign as well by utilizing pie charts and line charts.