Deirdre Clark – Kickstart my Chart

## Conclusions:

1. The highest successful campaigns were for theatrical pieces in 2015; almost twice as many were successful versus those that failed.
2. 53% of all the campaigns were successful during that time frame.
3. The number of successful campaigns tapers off at the end of each year.

## Limitations:

We were limited to the predefined categories and sub-categories. We don’t know what types of plays are more successful than the others, nor do we know why they’re successful. We did not have recent data. We can only base failure on the fact that the money was not raised, but we don’t know if other factors affected these campaigns such as timing, lack of marketing or the economy.

## Alternative tables/graphs:

1. We could have a stacked graph based on country to see which country was more successful in getting funding.
2. We could have had a third category to know which types of plays are more successful, or what kind of rock music is more successful.
3. An additional table could have shown the average Percent Funded for each subcategory.
4. It would be nice to see the average amount funded for each subcategory.