**Introduction**

How many Kickstarter campaigns succeeded, failed, or canceled? Data analysis was conducted to assess how many campaigns succeeded based on the goals price ranges.

**Data and Model**

In the Outcomes Based on Goals chart, the chart shows the percentage of successful and failed campaigns starting with goals less than 1,000 to goals greater than 50,000. Less than 1,000 appears to have the highest success rate and gradually decreases the higher the goal amount is. Whereas failed rate increases with higher goal amount.

A close up of a map

Description automatically generated

In the Theater Outcomes Based on Launch Date chart, category “theater” was used to see the outcome. There was a peak in May and gradually goes down having the lowest success rate in December, close to the failed rate in December. Failed rates were pretty consistent throughout all months. This outcome may have occurred due to the weather, travel plans, or movies that are released at the time.

A close up of a map

Description automatically generated

**Conclusion**

Based on the findings, there are three reasonable conclusions from the data:

1. A total of 694 successful campaigns, 353 failed campaigns and zero canceled.
2. The amount of successes drew primarily from campaigns that had lower goal amounts (i.e. under $10,000) compared to higher goal amounts (i.e. between $10,000 to greater than $50,000).
3. Launch dates for subcategory “theater” outcomes show success was highest in May and lowest in December

My advice from the Outcomes Goals chart is for Louise to adjust her campaigns to have lower goal amounts. Also, to see which categories currently do have lower goal amounts and from there to see what can be done to increase the pledges even more and succeed. For the Theater outcomes, I would advise Louise to conduct more campaigns in the summer (between May-August) particularly in May.

There are some limitations that should be taken accounted for the dataset. One limitation is during the time of when campaigns are launched, unforeseen circumstances may have occurred to change the perspective of backers. A second limitation could be if there was publicity/marketing, specifically if popular celebrities got involved to showcase the campaign. This could either increase or decrease the amount of people’s interest in a campaign. Another limitation is the age range of consumers or backers. Depending on one’s life stage, there may be backers who are very interested, however cannot afford to pledge a lot of money compared to fewer backers but have ability to pledge more.

After completing the analysis, I have two suggestions for additional tables of graphs. First one is to include a length of time from start to finish, and to add a chart that included a date ended conversion. This would show how long it took the category or subcategory campaigns the quickest. Another suggestion is the age range average of the pledged. This can show who the general market is and help adjust the goal amounts per campaign.