Module 1 challenge analysis

Conclusions from the data:

- It is more likely that a theater campaign will be successful if started in May. 66.9% of campaigns started in May were successful.

- Campaigns started in December saw the least success with a 49.3% success rate.

- Campaigns for plays were more likely to be successful if their goal was less than $15,000, but as the goal approaches the $15,000 range, success rates decrease and failure rates increase.

- Outcomes above $20,000 are less predictable with the given data.

Limitations:

- A limitation of this data is not knowing the rate of donation. Were some failed campaigns cut too short before they could reach their goal? Where in the interval did successful campaigns see most of their donations, at the beginning, a rush to the finish, or maybe constant donation throughout?

- The chart of outcomes based on launch date does not factor in the differences between years. May in 2012 performed much differently than May of 2016. This is something that could be looked into much more closely.

Suggestions for additional tables and graphs:

- Visualization of how the backers count and average donation affect campaign success. In successful campaigns, is it more important to have many backers donating small amounts or focus on big donations?

- Graph of success by year to look into the current effectiveness of Kickstarter. Maybe Kickstarter's popularity is decreasing for a different platform like Gofundme.

- Staff pick correlation to campaign success.