Data Report: Excel Challenge

**Three Conclusions Based on Data**

* If you are a musician or in the musical industry and exploring fundraising options, a kickstarter campaign might be a good option. With a 77% success rate, this research shows that music campaigns have the highest success ratio and second highest mean success.

* If you are developing a campaign and trying to plan a launch date with the biggest impact, this data highlights that a spring launch would likely yield the most success. According to the data, success trends upward from January through its peak in May. Then success rate steadily drops until September, with a slight uptick in the fall months and then a substantial drop between November and December.
* Regardless of category, this data presents a landscape that yields unpredictable results. With a 53% mean success rate and a 37% mean failure rate, this data indicates that a team should seriously consider the time and effort invested in developing a campaign with the knowledge that not all campaigns are successful.

**Data Limitations**

* There is no qualitative information about each campaign. There might be a correlation to a campaign’s success and its content, its professionalism and/or its rewards. As a result it is difficult to assess why campaigns failed or succeeded. We are not able to draw conclusions or provide recommendations to improve success rate, aside from potentially when to launch.
* It would be helpful to have more information about the backers. Only having the total amount raised and the number of backers does not provide any sense of spread. If successful campaigns consistently had outliers, it might shed light on needing to develop a marketing/development strategy to identify and secure high-level backers.

**Other areas of investigation**

* Success Rate and Failure Rate by Category and Sub-Category.
* Number of backers and success vs failure.
* Staff pick vs success rate