**Kickstarter (Mini) Data Analysis  
by Leann Dobranski**

**Data Summary:**

Total Records: 4,114

Total Successful Campaigns: 2,185

Total Failed Campaigns: 1,530

Total Canceled Campaigns: 349

Total Live Campaigns: 50

**Question 1.** Three conclusions that can be drawn about the data

1. As summarized above, since its inception, Kickstarter has had more successful than failed campaigns overall by a ratio of 1.4:1. If we look at successful campaigns by launch date in aggregate, we see higher numbers of successful campaigns launched in the first half of the year vs. the latter half (Jan-Dec). There are still more successful than failed campaigns launched in the latter part of the year, but fewer than those launched in Q1/Q2. Overall, the number of campaigns that are canceled are relatively few and do not seem to be influenced by launch date. Those failed campaign numbers hover between 20-40 per month launched.
2. If we look at the launch date data by year, we see that in the early years (2009-2013), the number of campaigns increased year over year until 2013 when campaign growth leveled off. Campaigns launched during this time maintained success to failure ratios ranging from over 5-2.9:1 every month. In 2014, the number of campaign launches more than doubled, but the success to failure ratio for the year dropped to 1.1:2, followed by the same in 2015, and only slightly higher ratio in 2016 of 1.3:1. Also in these growth years, for the first time, we began to see failures exceeding successes for campaigns launched during certain months.
3. The greatest number of successful campaigns by far (839) are in the Theatre category with 525 of these successful campaigns in the U.S. and 258 in Great Britain. The subcategory Plays dominates the Theatre successes with 412 in the US and 238 in Great Britain. The second and third categories of successful campaigns are Music and Film/Video respectively, with the subcategories of Rock and Indie Rock the clear Music subcategory winners with a combined overall total of 400 successes. The most failed campaigns (493) also occur in Theatre because it has the greatest number of total campaigns. However, the second greatest number of failed campaigns (213) is in the technology category.

**Question 2.** Some limitations of the data set are that it lacks information about who started the campaign and the methods employed to market the campaign and solicit potential backers. So, while we can tell which campaigns were successful or not, we cannot learn anything about HOW the fundraising was conducted to impact success.

Also, there is no information about who gave exactly how much. There is only AVERAGE donation based on the total pledged and the number of backers. When looking at successful campaigns and number of backers, we may want that additional detail.

**Question 3.** To glean further insights, we may consider investigating campaigns by success/failure:

* Within various Goal ranges to see if there is a higher likelihood of success at various goal levels
* Within Average Donation ranges (e.g. $0-10, $10-$50, $50-$100, $100-$250, $250-$500, %500-%1000, >$1000) to determine if higher or lower donations per backer improve campaign success.
* Within ranges for duration of fundraising period to see if shorter or longer fundraising timelines impact success

And although I am not sure what Spotlight means, I assume it has something to do with marketing so I would also investigate the relationship between spotlight and average donation, as well as spotlight vs. success/failure.