

KickStarter Analysis

Prepared for: Louise

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Our database contains Kickstarter data for plays with campaigns from October 2010 through March 2017.

Two charts were created to demonstrate outcomes of plays in the database.

1. Outcomes of Based on Goals

This line chart allows you to see the percentage of successful, failed, or canceled campaigns based on their Goal Amount.

2. Outcomes based on Launch Date

This line chart gives insight into the number of successful, failed, or canceled campaigns based on their Launch Date.

My conclusion based on this data follows.

1. Consider making the goal of your play in one these ranges. Plays in these four ranges were most successful.
 - Less than \$1,000
 - Between \$1,000 and \$4,999
 - Between \$35,000 and \$39,999
 - Between \$40,000 and \$44,999
2. There were significantly more campaigns in the range of \$1,000 to \$4,999 and this range had the second highest percentage of success. Consider this goal range.
3. Consider launching your campaign in QTR 2 which had more success. Success begins to fall off after QTR 2.

Limitations of the Data:

1. Consider removing data with dates prior to QTR 2 in 2014 since this data only contains successful campaigns and may be skewing the results.
2. The database only contains data through QTR 1 2017. We should attempt to obtain more current data.

Suggestions for further research:

1. Consider widening the goal ranges to \$10,000 from \$5,000. This may give you further insight into successful campaigns.
2. Create a chart that looks at both launch date and goal.
3. Remove canceled from the charts since the reason for cancellation is unknown.
4. Create a chart showing Launch Date by month only, regardless of year. This will help to pinpoint the best month to launch your campaign.
5. Create a chart showing length of campaign by outcome To help determine how long your campaign should run.