**Kickstarter Campaign Report**

**Conclusions**

Just a little over half the campaigns succeeded at about 54%. There were 1879 campaigns that failed or canceled and 2185 campaigns that succeeded for a total of 4064 campaigns. The number of successes were at their lowest by the end of the year in December as is seen in the Category/Years chart at 111 successes for that final month. Maybe there was more buzz to get the campaigns started at the beginning of the year but then again, there also weren’t quite as many failures as there were mid-year. Cancelations are always very low compared to successes and failures.

The theater campaigns were by far the most successful campaigns with a total of 839 successful. The second most successful campaign was the film & video category that trailed quite behind at 300 successful. Journalism and food never really took off.

The most successful campaigns were the ones that had a low goal of 9999 and under. The blue line representing “percentage successful” in the “Outcomes Based on Goal” chart slopes downward as the goals are set higher. Cancelations and failed campaigns don’t have much of a slope. There could be a correlation with theater campaigns being inexpensive, therefore, funding is easier to complete.

**Limitations**

One limitation is not having a chart for just the theater subcategories to see where the various goals land for just the theater programs since they saw far more success than any other category. For example, we can make a chart with the same goal ranges found on the x axis of the “Outcomes Based on Goal” chart but with just the theater categories.

Another limitation is not having data that shows the budget or expenses that these projects were initially dealing with. Perhaps some projects failed because they didn’t have money to help them get started and they had to rely solely on pledges.

**Other Suggested Charts**

We could make a regression chart of the “Outcome Based on Goals” to see the lines from another perspective since we have that downward slope for “percentage successful.”

Using a pie chart to display the “Date Created Conversion” chart might give a nice visual on seeing the pie split month to month.