

## Campaign Report

1. Are the goals for dollars raised significantly different between campaigns that are successful and unsuccessful? (Hint: explore dollar amount raised of successful and unsuccessful campaigns, what is the average of each group? How long did they run for? What countries raised the most money?)
  - a) The average goals for dollars raised significantly different between campaigns that are successful and unsuccessful (**measure avg goal, filter USD**):
    - a. Suspended - \$1,943,697.00
    - b. Failed - \$101,653.00
    - c. Live- \$51,431.38
    - d. Cancelled- \$45,965.17
    - e. Successful - \$9,975.66
    - f. Undefined - \$4,144.64
  - b) Duration of the group campaigns (successful campaigns at average is the shortest) (**filter USD**):
    - g. Suspended – 35.96
    - h. Failed – 35.44 days
    - i. Live- 41.04
    - j. Cancelled- 36.68 days
    - k. Successful – 32.81 days
    - l. Undefined – 34.22
  - c) Countries were raised the most money (**measure pledged, filter successful**):
    - a. US raised 100,971,993.55 USD
    - b. GB raised has 8,514,816.84 GBP
    - c. CA raised has 1,804,146.70 CAD
2. What are the top three categories with the most backers? The bottom three? What is the average length of their campaigns?
  - a) Top three (**measure backers, filter USD**):
    - a. Games has 328,306 backers
    - b. Technology has 289,656 backers
    - c. Design has 222,310 backers
  - b) Bottom three (**measure backers, filter USD**):
    - a. Dance has 5,387 backers
    - b. Journalism has 5,703 backers

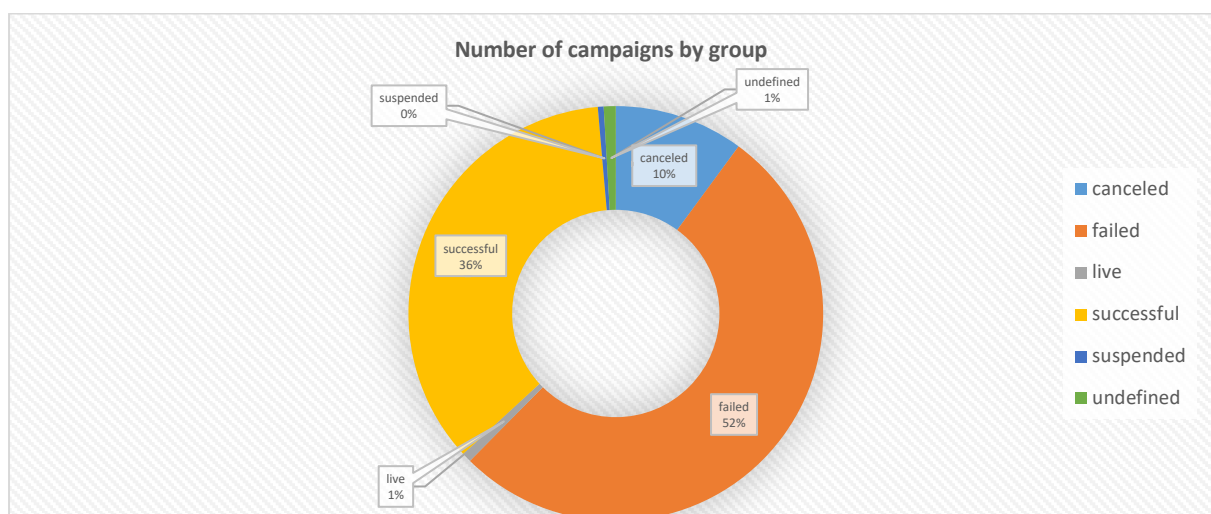
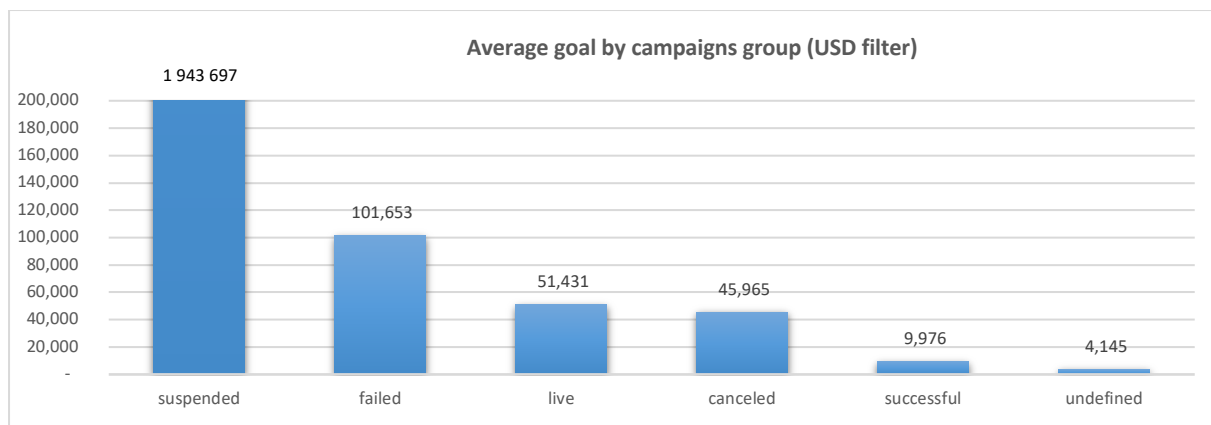
- c. Crafts has 9,516 backers
- c) Average length of their campaigns (**filter USD**):
  - a. Games has 32.18 days at average
  - b. Technology has 35.65 days at average
  - c. Design has 34.86 days at average
  - d. Dance has 32.86 days at average
  - e. Journalism has 36.28 days at average
  - f. Crafts has 31.15 days at average
- 3. What are the top three categories that have raised the most money? The bottom three? Are these different from the categories with the most backers? If so, why do you think this is?
  - d) Top three (**measure pledged, filters successful, USD**):
    - a. Games has \$20,662,160.83
    - b. Technology has \$20,155,524.39
    - c. Design has \$17,518,012.17
  - e) Bottom three (**measure pledged, filters successful, USD**):
    - a. Journalism has \$411,373.25
    - b. Dance has \$416,968.77
    - c. Crafts has \$436,678.56
  - f) The categories are the same in the both top lists (Technology, Games, Design and Journalism, Dance, Crafts)
- 4. What was the amount the most successful board game company raised? How many backers did they have?
  - g) the most **successful** board game company raised \$3999795.77 - *Gloomhaven (Second Printing)* (**measure pledged, filters successful, USD, Tabletop games**)
  - h) the most **successful** board game company has 40642 backers - *Gloomhaven (Second Printing)* (**measure backers, filters successful, USD, Tabletop games**)
- 5. Rank the top three countries with the most successful campaigns in terms of dollars, and in terms of the number of campaigns backed.
  - a) the top three countries the most **successful** campaigns **in terms of dollars** (simple sum of all currencies) (**measure pledged, filter successful**)-
    - a. US has 100,971,993.55 USD
    - b. GB has 8,514,816.84 GBP = 10,670,768.50 USD
    - c. CA has 1,804,146.70 CAD = 1,291,227.79 USD

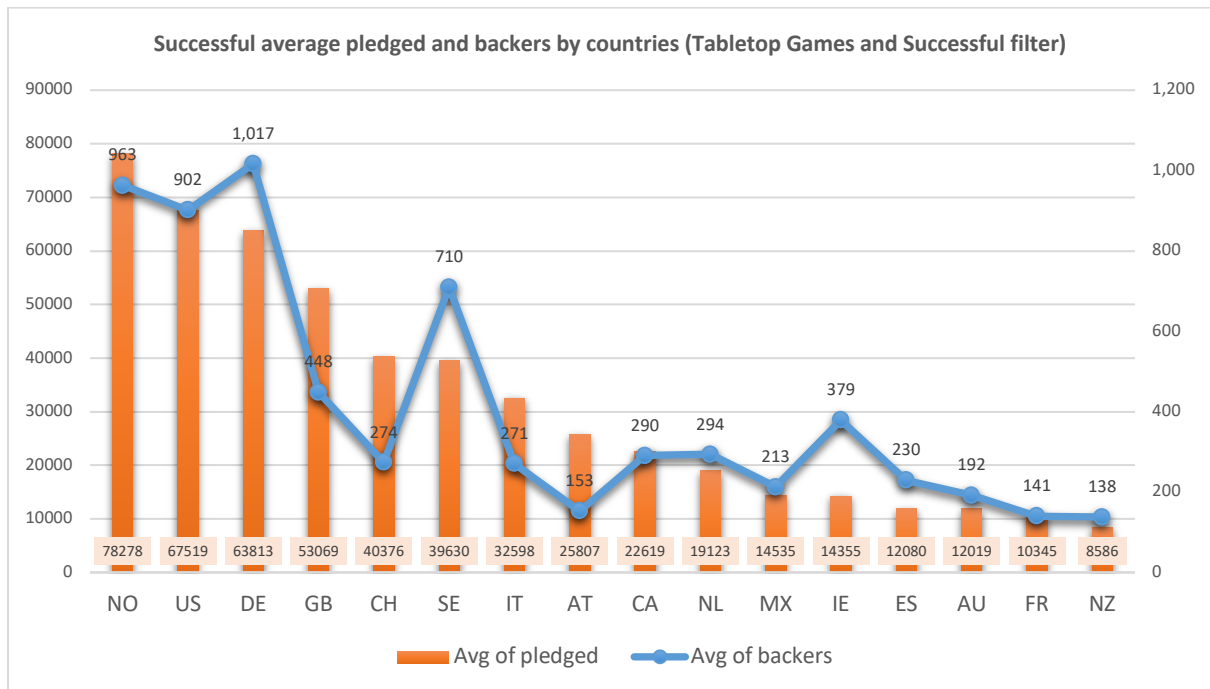
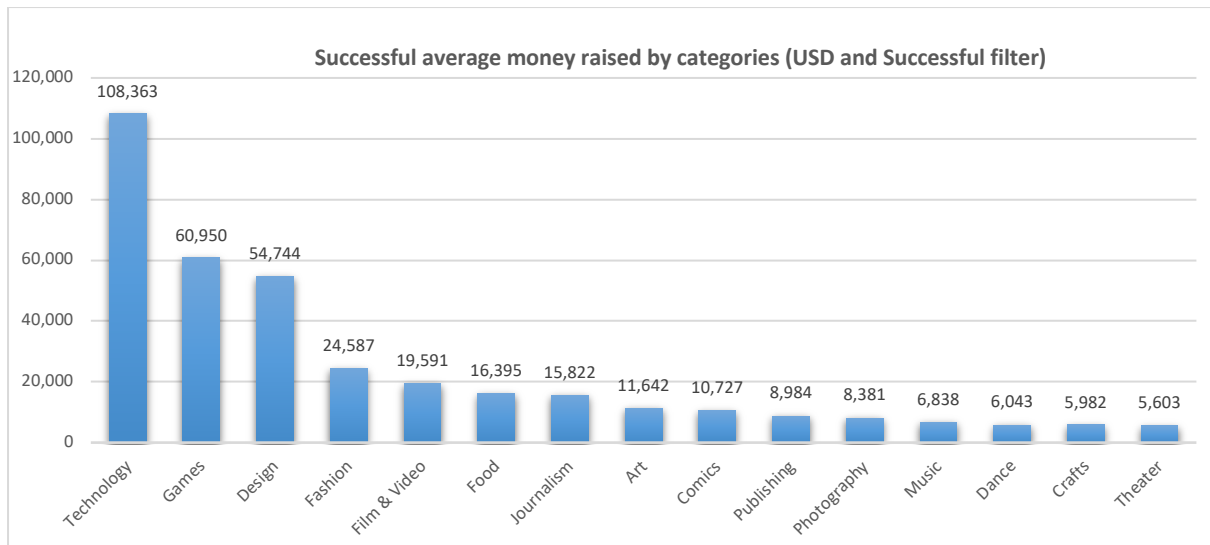
b) the top three countries the most **successful** campaigns in terms of the number of campaigns backed (**measure count successful, filter successful**):

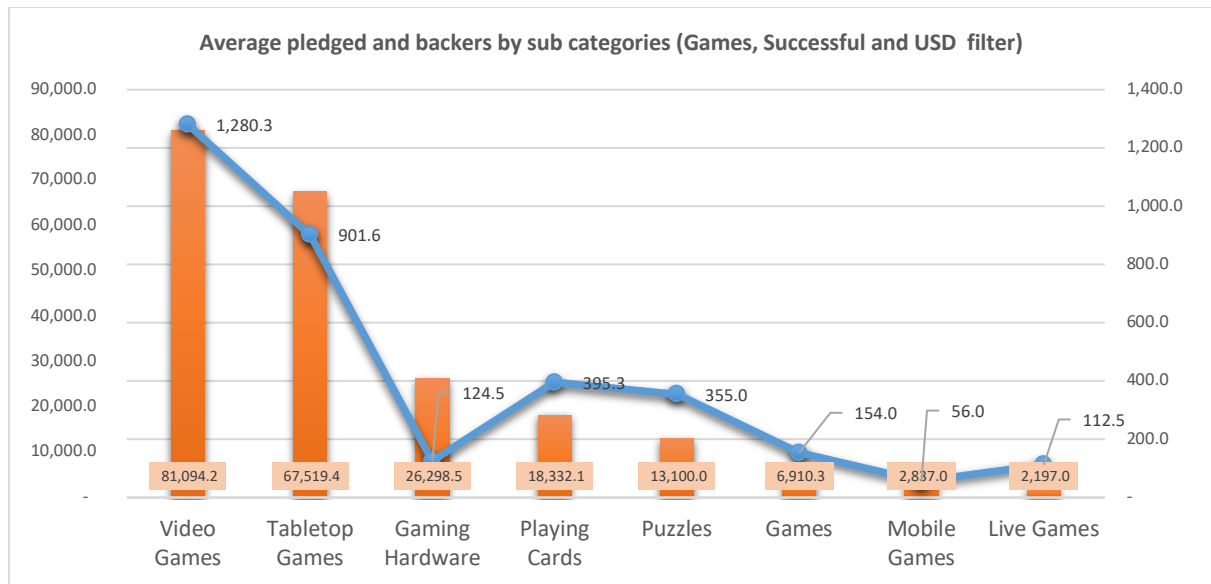
- a. US (4365 campaigns)
- b. GB (487 campaigns)
- c. CA (137 campaigns)

6. Do longer, or shorter campaigns tend to raise more money? Why?

The average values for successful dollar campaigns (**measure avg pledged, filters successful, USD**) are \$23,117.09 and 32.81 days. If we look at the TOP-5 the most valuable successful categories we see three of them have long average campaign duration (Technology 33.39, Design 34.12, Film & Video 33.82) and two have less than average values. Shorter campaigns were less than 32.81 days at average and raised \$19,412.37 at average (by category) while longer campaigns raised \$28,595.71 at average (by category). I think longer successful campaigns raise more money.







1. How much money should the company aim to raise? (Set up a realistic goal)

**Based on analysis and charts I think they can ask \$30000**

2. How many backers will be needed to meet their goal?

**They will be needed to meet 410 backers**

3. How many backers can be they realistically expect, based on trends in their category?

**They realistically expect 550 backers**