The 3 conclusions I was able to draw from these campaigns are as follows:

Theater was the most attempted kickstarter campaign category by a landslide. There must be a lot of small, medium, and large theater options that are utilizing kickstarter.

Music has the highest success rate at 77.14% when compared with other Kickstarter categories.

The categories that are most likely to fail are Journalism and Food, respectively.

One limitation of the dataset is the fact that we don’t know who is funding the campaigns, or if they are donating to/backing multiple campaigns. Also, a very rich person could influence this entire dataset if they had an interest in theater or music. We still don’t have a good idea of how fast the goal is being met either. I think that would be good information to know when gauging success of a campaign.

An additional pivot chart should be constructed to view Category and Sub-Category together to see what areas of our categories are most successful. It would also help us understand if one particular sub category is holding back the others within a certain one. We could also make a pivot table by each year and month to see what trends/fads there were in those time frames. Something that is popular in 2015 may not still be relevant when trying to come up with new kickstarter campaigns. Another idea for a pivot chart would be to make an average donation per backer for each category and sub-category to see what characteristics and genres get more money per backer.

Statistical Bonus Summary:

I think the median is a more accurate way of analyzing the data. There are large values at the tops of these data sets that skew the average.

There is more variability in the successful campaigns, which I think does make sense. Like I said earlier, all it takes is one backer to love the idea of a campaign, and it is deemed successful. Having a large backer network of course will help, and is present in our successful campaigns, but only having small numbers of backers isn’t the end of the world if you have the right ones. On the other hand, failed campaigns are more likely to have lower backer numbers since they weren’t good enough to qualify as successful. I would expect this number to not be as variable.