Kickstart My Chart Conclusions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Several categories showed stark differences in success rates between sub-categories. The most successful category of campaign overall, percentage-wise, is music, although two music sub-categories, jazz and indie rock, were largely unsuccessful. Film showed similar differences. Documentaries, shorts, and television performed well, while animation, drama, and science fiction mostly failed.

Although the sample size is small, and all in the audio sub-category, the least successful category is journalism, as all campaigns were canceled, although one came close to meeting its goal. While print journalism has been facing its challenges lately, I didn’t expect that, given the recent popularity of podcasts on subjects like cold cases.

Though the years look different when viewed one at a time, campaigns that are started at the end of the year show a noticeable drop in success rate overall, perhaps due to end-of-year holidays occupying peoples’ interests and budgets.

1. What are some limitations of this dataset?

There is only one sub-category of journalism included, audio. Are there other sub-categories of journalism campaigns that may show better performance?

The most recent data is from 2017. Perhaps more recent data would show different trends, like with food trucks. They performed poorly in the data so far, but I have hear more talk about them in the last several years.

1. What are some other possible tables and/or graphs that we could create?

A graph that shows success rate based on how long the campaign was open.

A graph that shows success rate based on whether or not the campaign was a staff pick (a recent article shows this was changed to “Projects We Love” due to confusion over the staff pick label; [**https://tinyurl.com/yxuj7zr3**](https://tinyurl.com/yxuj7zr3)).

Bonus Statistical Analysis

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

The median seems to summarize the data more meaningfully, as the mean seems to be significantly affected by outliers, like the 26,457 backers for one campaign.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

There seems to be more variability with the number of backers in successful campaigns. This makes sense, as all it takes for a campaign to fail is to have zero backers. I would expect failed campaigns to frequently have zero or a small number of backers, and the numbers bear that out. Successful campaigns can keep going and collect more than 100% of their goal until the campaign ends, and a number of successful ones went well past the goal. They may also have a large number of backers that contributed gradually with small amounts, a few backers that contributed a significant amount of the goal, or anywhere in between.