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HW1

Data Analytics Boot Camp

Statistical Analysis of Backers

When analyzing the mean and median number of Backers in Successful and Unsuccessful Kickstarter campaign, The Median is the key value to understanding the data set. Mean would allow outliers to skew the data. This shows having two times the backers will lead to your campaign being a success. Most campaigns that were not successful would only usually have 114.5 backers while Successful campaigns have 201.

There is more variation with unsuccessful campaigns. This makes sense because there were unsuccessful campaigns that had no backers behind them. Successful campaigns had backers even at a minimal level. Unsuccessful campaigns when including outliers, skew the data heavily.

Written Report for Crowdfunding

When viewing the Category Analysis, you can see film & video, music, and theater are the most popular categories for Kickstarter campaigns. You can also see that at least half of them end in success. This shows that most individuals starting a campaign in these assorted topics find interest in them, also showing those looking to encourage and support the campaigns are also heavily interested in the categories.

You can see that the other categories also stray farther away from anything artistic. This shows that most interested in the three largest categories must rely more heavily on donations to see success. The other categories like food, technology, and publishing all see far less interest from both individuals making and supporting the various Kickstarter campaigns.

When viewing the Sub-Category Analysis, you see plays occupy the largest portion of campaigns among the others. Thirty-four percent of all the campaigns were for a play. Considering how vast the rest of the selection of categories is, we can see if any individual wants to get their play funded, Kickstarter is the right place for them to go.

Limitations and Suggestions

The dataset would benefit from comparing the goal set by Kickstarter Campaigns with the success rate. Seeing higher goals from the campaigns could lead to lower success rates. Individuals seeing a larger goal set may feel less inclined to back it, while a smaller goal encourages the donations because its more attainable.

We also need to analyze the duration of campaigns more thoroughly. Comparing this with the goals set by the Kickstarter campaign would let us see if those leading the campaign are setting unrealistic time limits to meet their goals. This could allow them to alter their expectations regarding their timeline, and result in higher success rates.