KICKSTARTER CAMPAIGN

CONCLUSIONS:

* Theater is clearly the category with the most successes and plays being clearly the the subcategory with the most successes.
* July is the month with the most kickstarted campaigns.
* Journalism had all its campaigns cancelled.

LIMITATIONS:

* Sample size is small, smaller than 5% of the 300,000 campaigns that have been released. Meaning data can be skewed and not a true representation of total campaigns.
* Location can play a big decision in which Kickstarter’s succeed but some countries do not even have up to 10 projects in the dataset to use for analysis.
* Data does not give information on who the backers are, and the amount donated. Lack of information on the backers doesn’t help on who you should target market your Kickstarter to. Number of backers might be misleading as amount donated by 1 or few people might be more significant than others which might lead to a false correlation between number of backers and success in some of the projects.

TABLES/GRAPHS:

* Table/Graph showing average donated amount by a backer to category and subcategory.
* Table/Graph showing countries and number of different states of the projects.
* Table/Graph showing distribution of number of categories in each country.

BONUS:

* The median summarizes the data better because the variance in the data is very high, so this is definitely not a normal distribution where the mean will better summarize the data.
* There is more variability with successful campaigns and it makes sense because to be successful really depends on the amount donated and there will definitely be more cases where a few donated large sums which lead to successful campaigns. So in cases where few donated large sums, it can lead to a smaller number of total backers leading to success of project but also it could be many backers donating little amounts that lead to success. So, the variation can be very wide for successful projects. Failed projects had fewer average number of backers and a lower median than that of successful campaigns which means fewer people were interested in these projects so they did not get enough backers to donate which means number of backers will be smaller, making variance as smaller.