* Statistical/Hypothetical Question

Kickstarter recommends setting funding deadlines to less than 30 days to be most successful. Does the data support this claim? Are campaigns more successful if they have less than 30 days to complete?

* Outcome of your EDA

It seems this claim is definitely true with 10, 15 and 21 days having the highest chance of success. We can see an upward trend pre-30 days and a downward trend post-30 days. Interesting to note, that people have taken Kickstarter’s recommendation too literal and set their goal to 29 days, which has made this single day less likely to be successful than any other pre-30 day mark.

* What do you feel was missed during the analysis?

One of the things that was missed was the ability to do this analysis for lower levels of granularity, such as by category or by sub-category.

* Were there any variables you felt could have helped in the analysis?

Generally, I had all the variables I needed for this particular hypothesis testing, but I could see other variables being useful for other questions in this dataset. Such as information on stretch goals such as, quantity of buckets, dollar buckets, and the amount of slots given for each.

* Were there any assumptions made you felt were incorrect?

My original assumption was that it would be more beneficial to have more time to have your goal met, but this isn’t true. Shortened time could have a psychological factor that you don’t have much time to think about it so you need to make a rash decision. Whereas longer campaigns people feel they have time to think it over and don’t come back.

* What challenges did you face, what did you not fully understand?

Challenges were making sure I created the right datasets for the right analysis and also making sure I did the correct analysis for the right situations. Some of the other challenges were trying to pick apart what I learned and apply them to other packages.