* Kickstarter Campaign Conclusions
  1. According to our sample, Kickstarter campaigns are more likely to succeed rather than fail. Over half (roughly 53%) of Kickstarter campaigns are successfully funded. Theatre campaigns have the most successful campaigns followed by music and then film & video, accounting for 38%, 24%, and 13% of successful campaigns respectively. While theatre campaigns claimed the most successes, they also claimed the most failures out of all the other categories, accounting for 32% of total failures across all categories. The most likely type of campaign to succeed is music with a 4.5 success to fail ratio.
  2. Globally speaking, for our three parent categories above:
     1. For theatre; plays are the best performing campaign subcategory.
        1. 2.0 success to fail ratio
     2. For film & video; Documentaries are the best performing campaign subcategory while animation is the worst performing subcategory.
        1. 100% success rate for documentaries – 34% of subcategory.
        2. 100% failure rate for animation – 19% of subcategory.
     3. For music; Rock is the best performing campaign subcategory while jazz is the worst performing subcategory.
        1. 100% success rate for rock – 37% of subcategory
        2. 100% failure rate for jazz – 9% of subcategory.
  3. Campaigns launched during the second quarter of the year enjoy the most success. After that, campaign success trends downward as the year progresses reaching its lowest point in December. A deeper analysis is required to understand what drives that trend.
* Limitations
  1. Assuming there are 300,000 total past projects, a 2% Margin of Error, and a 95% confidence interval, our sample size is adequate. However, the data can still be incomplete.
     + Are there any categories missing from our dataset?
     + What about data on backers?
     + How and/or where was the source data collected?
     + Is the data reliable or could there be bias injected in the database we used?
     + What about data from other similar crowdsourcing/crowdfunding companies? (GoFundMe, etc.)
* Suggestions
  1. As far as charts go, I would like to see a box and whisker plot on backer donation by month with a filter for geographical location. I believe this would deliver little more insight in backer behavior.
     + Piggybacking off of that; I believe that in order to gain a better understanding of campaign success, you should be looking into gathering more granular data on backers (if available). Performing cluster analysis.
       - Demographics
       - Drill down geographical location lower than just country level (ex. city/state/zip for U.S.)
  2. Scatter plots to discover relationships between variables.