Kick Starter Data Report

1. Conclusions of Kickstarter Campaign Data
   1. The ventures that have the most successful rate of fulfilling their goals are in the categories of “Music” and “Theater”.
      1. Technology has a highest rate of cancelations to their funding endeavors.
   2. The Sub-category of plays has the largest success rate in regard to funding their goals. In addition, musical ventures have a wide margin of success. The only exception being faith-based music.
   3. The second quarter has a higher percentage of successful ventures. December is the only time in which funding ventures fail more often than are successful.
2. Limitations to Data
   1. One limitation to this data is that we do not know what measures the ventures took to gain the successful round of fundraising. It would be presumed, but not expressed in the data, that the ventures that advertised their campaign would have a higher rate of success.
3. Additional Charts/ Graphs
   1. An additional Chart/ Graph that would be helpful to determine the fund-raising goal most likely to be successful. This could also be filtered by Category, Sub-Category, Country, and Year, to enable ventures to optimize their set goal based on previous Kickstarter data.
4. Bonus:
   1. **Median or Mean:**
      1. The median is the most accurate representation of the central tendency of the data for both successful and failed campaigns. This is due to the large variance (712840.99/3773.22) specifically relating to the successful and failed campaigns respectively. This would suggest there are potential outliers within the data set, thus skewing the accuracy of the mean.
   2. **Variance Between Both Campaigns:**
      1. There is a much higher variance in the "Successful Campaigns" than there are "Failed Campaigns". The plausible explanation for this discrepancy is due to the ability of successful campaigns to generate more support, and thus has the ability to cultivate more backers than failed campaigns. Failed campaigns were unable to meet their goals. Naturally they would have less support. Additionally, campaigns are allowed to exceed their goals. Therefore, successful campaigns would naturally have more "backers" because they met, or in many cases, exceeded their funding goals.