THREE CONCLUIONS WE CAN DRAW FROM KICKSTARTER CAMPAIGNS

1. Looking at the relationship between the various category and its outcome, the category that had the highest success rate was Music (77%), followed by Theater (60%), and Film & Video (58%) respectively.

Food had the highest rate of failure (70%), followed by Games (64%) and Publishing (54%).

On the other hand, games and photography had none of their campaign cancelled.

Journalism had all its campaign cancelled.

1. Rock, Documentary, Classical music, Electronic, Metal, Rock, Shorts, Space exploration, Hardware, Tabletop games and Television subcategories all had 100% success rates. Amongst these subcategory, Rock had the highest number of projects (260), then Documentary (180), then Hardware (140).

Subcategories that were a hundred percent unsuccessful: animation, children’s books, drama, faith, fiction, food trucks, gadgets, jazz, mobile games, nature, people, places, restaurants, translations, videogames and web.

1. Lastly, May had the highest success rate which decreased drastically to September, increased again in October and reduced again in November and December.

LIMITATIONS

1. Of the more than 300,000 projects launched on Kickstarter, only 4115 records was provided for our analysis, representing approximately **1%** of the entire Kickstarter campaign dataset, hence we cannot draw a strong conclusive inference on our dataset.
2. From our data analysis we might be forced to think we have enough evidence to draw conclusion. This wouldn’t be entirely true since factors like blurb wording, gender, age, environmental conditions, geographical location, dates amongst others might have had significant impact on our data analysis and conclusions.
3. Additional details on Categories, Sub-Categories and Backers could have been of great help in making decisions like which type of Backers are most associated with successful campaigns and from Category/Sub-Categories.

POSSIBLE TABLES AND/OR GRAPHS THAT WE COULD CREATE?

1. It will very wise to find out if there is any correlation between product categories and their corresponding pledges, a 2D-column graph would have been one of the few charts that could help us achieve that.
2. It is equally necessary to check for trends between states with highest success rate and states with lowest success rate with the help of a scatter plot.
3. A table that classification of crowdfunding service, its corresponding sub-category, date created conversion, date ended conversion and variations to their respective goals. There might be a link between duration of successful and that of unsuccessful projects.

**Use your data to determine whether the mean or the median summarizes the data more meaningfully**.

The mean values for success and failure is 194.7 and 17.7 respectively which indicates that the average backer count for success is way bigger than the average backer count for failure.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

The variance for success and failure is173167 and 3775 respectively which shows how close or far the variance is close the mean.