

Written Report:

On average, the more heavily backed campaigns tended to do better. The music, entertainment, and technology categories tend to either draw more backing or end up successful. The US tends to house the most Kickstarter campaigns (according to this data set).

Some possible limitations may include a limited sample size as well as the country in which the campaigns are backed. Would the results yield the same if more data entries and information were provided? Do different countries tend to find more interest in certain topics than others?

Box and Whisker Charts would offer another way to correctly convey how the distribution of data is skewed when it comes to the higher variance of outliers in the mean of Successful and Failed Kickstarter campaigns.

Statistical Analysis Sheet:

The median best summarizes the relation to the outcomes. There are major outliers in the Successful campaigns and projects, which skew the mean to the right. The mean overestimates the most common values, which implies there are some very high numbers on certain campaigns, but not on most.

On average, the Successful projects and campaigns had more backers. This is assumed due to Successful crowdfunded projects having more backers, which most likely results in better and more finished products.