**Kickstarter Crowdfunding Data Analysis**

We’re looking at a data sample from 1000 past Kickstarter projects to gain some insights into what works in terms of crowdfunding campaigns. As an ever-growing source of funding for a wide variety of start-up businesses, products, and services, having an idea of the circumstances most likely to yield successfully-funded projects can be highly advantageous.

For example, from this data sample, we can see that crowdfunding as a musician is more successful in the United States than other countries included in this data. More broadly, crowdfunding, in general, appears to be more common, and therefore, more successful in the United States, regardless of category.

Furthermore, looking at data exclusive to the United States, in can be concluded that, again for example, as a musician, a crowdfunding campaign may be more likely to succeed in the height of summer; whereas a campaign for something like film & video has less predictability in terms of seasonality. Overall, it does seem that in the United States and otherwise, crowdfunding is most widely employed for the performative arts; projects categorized as music, theater, or film & video.

Now, this data only considers a single crowdfunding platform. There are a number of other platforms that can be used for this purpose, and particularly in regard to countries other than the United States, Kickstarter may not be the most widely used.

That said, it could be helpful in predicting a particular campaign’s success to also look at a comparison of campaign goals to success/failure rate in a pivot table that could be filtered by country, parent, & subcategories, with a line chart visualization, to see if big or small donation goals tend to be successful. In terms of statistical analysis, because there is more variance due to outliers in the successful campaigns, significantly skewing the mean to the right, the median would provide a more actionable summary of the data.