Conclusions

Based on my analysis I can see that I’m initially drawn to the fact that 36% of the projects that were funded actually failed. These projects did not fail due to the lack of funding, more than 50% had a budget of more than $50,000. The group with the most failures was theater. But surprisingly this group also had the most successes. We can conclude that failure of a project was not due to what category it was in.

Next, we can analyze if the amount of money pledged had anything to do with success. If we take a look at projects with more than $50,000 in funds, it actually turns out that this group had the most amount of failure. Looking at the projects with $1000 - $4999 in funds, we can see that this group had the best success to failure ratio. There were 191 successes with only 38 failures. We do have other groups that have a 100% sucess rate but it’s difficult to draw conclusions from this since we may need more data.

If we just care about which categories were most successful then we have film & video, music, technology and theater. The projects with the least success were games, since this was the only group that had more failures than successes. The categories did not have success percentage metrics in order to further determine the success of each category.

Overall, the mean of the data does summarize the results of the campaign. We did see more successful project in the end. However, this metric Is very broad and does not tell us which categories were successful or any other factors that may have contributed to the project.

If we were to go deeper into the analysis it would be beneficial if we had data on success and failure percentages for the categories and sub categories. This will allow us to pinpoint exactly why a project may have failed. Also, perhaps we can have an equal amount of data points for each category. The range for each category varied drastically. Plays had the most success but also the most failures and it was due to the fact that they had the most data.