**Analysis of Kickstarter Data**

1. Below is a summary of the findings.
   1. Generally, successful Kickstarter campaigns were better funded compared to Kickstarter campaigns that failed.
   2. The top three categories of Kickstarter campaigns there were the most successful, overall, included: theater, music, and film & video. There is some variability in which campaigns were successful by country, especially in countries with fewer categories of campaigns (e.g. Mexico, Austria, Italy), so while we noted this overall trend, it is worth investigating the success of different categories of campaigns by country to evaluate the market for future Kickstarter campaigns.
   3. The top three sub-categories of Kickstarter campaigns that were the most successful, overall, included: plays, rock, and documentary. Considering the top three most successful categories of Kickstarter campaigns included theater, music, and film & video, this is not surprising. Once again, there is variability by country and it is worth looking into those markets more specifically for future Kickstarter campaigns.
   4. The most successful Kickstarter campaigns were generally created in the month of May. Looking specifically at the top three categories, theater and music campaigns generally followed this same trend. Film & video campaigns created in March, however, appeared to have the most success. Looking more closely by year, theater campaigns were overall more successful than not from 2008 to 2017; music campaigns were overall successful from 2009 to 2017; and film & video campaigns were overall more successful from 2010-2015.
2. This data primarily contains information regarding funding, outcomes, and some descriptive information about the campaign (e.g. description, category, and sub-category). Funding provided gives us one variable to consider in the success of Kickstarter campaigns, however, it could also be useful to know how effectively campaigners utilized those funds. Furthermore, funding alone does not give us the entire picture about the success or failure of campaigns. While funding can be a contributing factor, other factors such as campaign organization and marketing could also provide insight for the outcome of these Kickstarts campaigns. For example, a Kickstarter campaign could have been poorly organized campaign that did not inspire the confidence of backers and that it could be a reason the campaigns were not as successful. Alternatively, poor marketing could have led to some deficits with reaching intended audiences for crowdsourcing, which would be another major downfall for Kickstarter campaigns.
3. Other tables and graphs that could be created include:
   1. Category by Average Donation—a table and bar chart showing this comparison could provide insight for how well the categories were funded by backers. An additional filter by outcome can also drill down to what extent backer funding played a role in the Kickstarter campaign’s outcome.
   2. Sub-Category by Average Donation—similar to what is explained above, understanding how backer donations impacted the success of sub-categories of Kickstarter campaigns would be another useful comparison.
   3. Category by Percent Funded—a table and bar chart showing this comparison could show how much funding, in general, the different categories of Kickstarter campaigns received. Subsequently, a filter for Outcome can provide insight to also drill down to what extent having a well-funded campaign mattered for success.
   4. Sub-category by Percent Funded-- similar to what is explained above, understanding how funding impacted the success of sub-categories of Kickstarter campaigns would be another helpful comparison.

**Bonus Statistical Analysis**

Several descriptive statistics were measured to summarize the data for backers of successful campaigns versus backers of failed campaigns. Based on the data, the median appears to summarize the data more meaningfully. The mean is much higher than the median, and there appears to be a lot of variance in the data, which suggests there are outliers influencing the data.

As mentioned previously, the results of the analyses show that there was more variability with successful campaigns (Median=62, SD=844.3) compared to failed campaigns (Median=4, SD= 61.34). It makes sense to have more variability with successful campaigns for a multitude of reasons. One reason is perhaps only a handful of backers strongly funding the campaign was sufficient for the campaign to be successful. Alternatively, successful campaigns could have their success more strongly attributed to strong crowdsourcing and strong marketing, thus they were more popular among backers and that was what made those campaigns successful.