**Conclusions about Kickstarter Campaigns**

Data analysis shows that music, film and video, as well as the theatre as the three categories with the highest likelihood of being funded. At least 50 percent of every 2 projects are successful. Categories with the lowest chances of being funded are in the journalism and food and technology. At least 1 out of 3.3 projects are more likely to be funded. The other conclusion is that the third quarter has the second lowest successful rates as well as the highest failed rates. On the contrary, the rates of success rise massively in the first quarter. Thirdly, successful campaigns have 15 times more backers compared to failed projects. Nonetheless, the amount provided by each backer is averagely $10 less than the amount given by a backer of a failed project.

**Limitation of the Data Set**

There is no clear definition of the columns. For instance, there is no clear definition as to what staff-pick refers to. So, a person does not know as to whether it refers to a selection of Kickstarter’s preferred campaigns within a similar industry in a given time frame or it refers to already voted campaigns. The campaigns might have been voted either as approved or unapproved.

**Other Possible Graphs and Tables**

It is possible to create a table showing the relationship between backers of a campaign and the state of campaigns. The row can represent state and values. The values can be the sum of backers and the sum of amount pledged. It is also possible to create a table indicating the association between staff-pick and state visa vie the category. Data analysis indicates that there are some categories with lower probability of being successful. However, there is no information about evaluation of staff-pick. A graph can be created to determine any relationship between words used in successful and failed project campaigns. In addition, it is possible to create a table that determines if successful campaigns are accorded more time in the project. The table can compare average date between establishment or creation and conversion. The row can represent category, the column can represent state, and the value can represent the average range of time. It is also possible to create a table evaluating conditions of each campaign such as the average goal. Rows can represent state and value can represent average goal. Data analysis shows that the average aim of successful campaigns is five and a half times lower than that of failed campaigns.

**Bonus Statistical Analysis**

The mean values do summarize the data more meaningfully. The mean has taken account of all values in order to determine the average for numbers for successful backers and failed backers as 194 and 18 respectively. However, very small and very large numbers or values have affected the two means. The median values of 62 for number of successful backers and 4 for number of failed backers have not been impacted by very small and very large values. Since there are 2185 values for successful, which is an odd number, the median value provides meaningful summary of the data. However, the median value for failed backers does not provide a meaningful summary because the data set comprises of 1530 values, which is an even number. An even number of values would provide mean values or numbers that do not exist in the data set because the median is determined by averaging the two values in the middle.

Data analysis shows that there is more variability with both successful projects and failed projects. Ideally, a data set is normally distributed if mean, median, as well as the mode are identical (Peck, Olsen & Devore, 2015), which is not the same with the two data sets. Data distribution for successful projects positively skewed because the mean for successful projects is greater than its median. Similarly, the data distribution for failed projects is positively skewed because the mean number of backers is greater than the median number of backers.

Reference

Peck, R., Olsen, C., & Devore, J. L. (2015). *Introduction to statistics and data analysis* (5th ed.). Boston, MA: Cengage Learning.