Kickstarter Report

Looking at the data given for the Kickstarter projects, most Kickstarter projects were for plays. Music projects have the highest success rate. There are less successful campaigns in the month of December possibly due to people giving less during the holiday season.

Some of the possible limitations of this data set could be Kickstarter may not have been the popular/preferred platform in the other countries. You don’t know when Kickstarter was active in other countries.

Other tables and graphs you could create are how much money was raised by category and sub-category. Number of backers of each category and sub-category had, to determine popularity. Comparing the popularity from backers to projects present of each category. Comparing the money raised between the different countries.

The mean seems to summarize the data more meaningfully because it lies within the concentration of number of backers for each group. The outliers are so far from the concentration of the data that it is skewing the results for the mean. The data indicates that there is more variability with the successful campaigns. This does make sense since failed campaigns failed for due to not reaching their goals due in most part to the low number of backers while successful campaigns reach and surpass their goals due to the high number of backers.