Kickstarter Analysis Conclusions

1. Given the provided data, what are the three conclusions we can draw about kickstarter campaigns?
   1. Kickstarter campaigns launched in the US tend to be more successful than those launched in any other country.
   2. The most popular year for new startups was 2015 with a grand total of 1225 campaigns.
   3. The category with the greatest number of successful campaigns is theater, followed by music. The category with the least number of successful campaigns is food.
2. What are some limitations of this dataset?
   1. There is definitely an issue with the current information provided to accurately calculate the average donation rate. Since Kickstarter is crowd-funded and donations aren’t fixed, it’s very possible that one or two larger donations caused the average donation rate to swing drastically from it’s actual midpoint.
      1. If we had the data that tells us how much each individual backer contributed, it would be worth finding the median of said data in order to get a more accurate idea of the average donation amount.
3. What are some other possible tables and/or graphs that we could create?
   1. I am curious to know which projects had the most/least backers vs which projects had the most/least funding. I imagine each variable would correlate with the other as they rose and fell. But it would be interesting to see if there were any projects that had higher funds and fewer backers, presumably those with greater income, and vice versa. It could give us an idea of the demographics of each project’s backers. According to the University of Wisconsin-Madison (2011), household income is highly correlated with other statistics such as age, partnership status, education, etc.

**Bibliography**

University of Wisconsin-Madison. (2011). *Demographics & Lifestyle Analysis*. Downtown and Business District Market Analysis. Retrieved January 28, 2021, from https://fyi.extension.wisc.edu/downtown-market-analysis/understanding-the-market/demographics-and-lifestyle-analysis/