Given the provided Kickstarter data, a few conclusions can be drawn from the information after it was visualized; starting with the fact that most Kickstarter campaigns were started in the summer months of May, June and July. Additionally, when looking for the category with the most campaigns made, it was very obvious that it was the theater category overall – this category also had the highest success rate. Finally, it was noted that the success rate of campaigns fell sharply in the winter month of December.

Like most data sets, there can be limitations, I noticed that even though a campaign can be classified as “successful” because it raised enough money, there is a limitation to how to classify the success of the project after it leaves Kickstarter. This limitation begs the question, how do you measure success after the money raising stage and can you add it to a dataset like this one?

Some other possible tables and graphs to make from this dataset can include a bar graph visualizing a project’s goal amount and pledged amount, a line graph demonstrating the popularity of each category in each country and, a bar graph that shows which categories have the highest failure rates.

Bonus Report

After completing the statistical analysis of the successful and failed campaign backers of the Kickstarter data, the mean summarizes the data more meaningfully. The mean paints a better picture of what is actually going on in a large data set like this one, and by looking at the mean of the successful and failed campaigns – I can see that there is a higher average of backers for successful campaigns as compared to the failed campaigns.

There is more variability with successful campaigns, this is due to the data points being more spread out in the data set, meaning there are data points that are farther away from the mean and in turn, far from each other. This makes sense because when looking at the failed campaigns’ statistical analysis – the variance is much smaller because the values are much smaller and not as varied as the successful campaign’s data set.