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Kickstarter Analysis

Based on the data that was provided, is it shown that there have been more Kickstarter’s that have shown a successful result in comparison to failures. When looking at the statistical average of campaign backers on average successful companies have been shown to see at least 194 backers. Whereas the least successful, failed ones showed a mere 18 backers on average. The most successful genre or category were pertaining to the arts. With music and theater having shown the most positive results. More specifically, based on this specific data set, the sub category of “rock” music was shown to be the most successful of all having been 100% successful with no failed campaigns.

It is important to note that these results are only shown to be true when looking into the data from the years of 2009 through 2017. As the years have progressed we can use this information provided to make assumptions as to where or not certain campaigns would be successful. But it would be more accurate if one were to look into more current years such as 2018 through 2020 for example, to be able to make more accurate predictions. Especially taking into consideration that there have been new categories and subcategories that have been created over the years not accounted for. Which need to be looked into, such as the fashion, design, and dance categories to name a few.

I believe that it would be beneficial to create a pie chart to have a better visual of the percentage of successful, failed, live, and cancelled campaigns so see how they fare to one another. I also believe that our data could use a line chart depicting the relationship between the outcome of the camping and the backer count.