Conclusions

The theater parent category has the greatest number of successes. Theater also has the largest number of overall campaigns. The music category has more successes compared to failures. Theater and music are the best categories by comparing the overall success to the failures.

Journalism has no successes to present. Food has the least number of successes compared to failures. Therefore, the categories that have the most difficult time funding are journalism and food.

The worst month to create a Kickstarter campaign is December. The campaigns created in December have almost a 50/50 chance of succeeding to failing compared to other months that show a significant difference in the success to failure ratio.

Limitations

The data set provided may not be from the inception of Kickstarter and may not depict an accurate representation of the successes and failures.

Live campaigns that are included in the data set are not helpful for predicting future successes because the outcomes have not been determined yet.

Cancelled cases included in the data set are also not helpful for predicting future successes without being given a reason for cancellation.

Other graphs

The average donations compared to the parent category would be useful to depict in a bar or line graph. This graph can show clients which category may give them the best chance of reaching a certain monetary goal that may be more attainable by modifying details of the project.

A graph showing the Success rates versus the time the campaign is live would be good to show a client. This would allow a client to budget for time constraints better and create a realistic timeframe for the project.

A line graph showing the sub-category success versus failures. This will allow to plan the placement of the campaign for the best chance of success.

Statistical Analysis

Due to the number of outliers in the data set the best representative would be the median. The median does not account for the outliers and the large variance in the data. The average number of backers for successful campaigns in 194. This shows that if you add all of the successful backers together and divide by the number of campaigns there would be 194 backers for each campaign. This is not an accurate depiction of the data due to the variance in the numbers. The minimum number of successful backers is 1 and the maximum is 26457. The large outliers cause the mean to increase. The median would be a better representation in a data set with less variance.

The variance is much greater in the number of successful campaigns versus failed. This makes sense because the number of backers goes from 1 to 26457 for successful campaigns while the failed cases have backers from 0 to 1293.