From the data provided, theater is the category of Kickstarter campaign that is most often crowdsourced with approximately 34% (1,393 / 4,114) of the population. In turn, this category has the most number of successes and failures. The sub-category of plays has a success rate of roughly 2:1 as compared to musicals or plays which are more likely to be unsuccessful (failed or canceled) than successful. This seems to suggest that one it may be difficult for theater productions to procure funding through traditional means and as such they are looking to crowdfund and that Kickstarter consumers are seeking tangible experiences in campaigns they would crowdfund. Location likely also plays a factor in this (for example, the theater productions may overwhelmingly be located in New York City as well as the users backing these projects), however the data does not provide a more exact location than country.

Activities that would seem to have higher goals (cost more) have a higher average donation – technology ($133.25) and theater ($75.82). It is difficult to definitively explain why this is as the data does not provide location beyond country – theater could be more expensive based on where the plays are being produced and housed as well as technology items being more expensive depending on where the items (assuming physical goods are produced) are manufactured.

Looking at the months that the campaigns started, cancelations are relatively stable month over month, as are failures. The largest fluctuations per month occur within the success rates. The number of successes are highest in May, climbing there starting in March, seeming to suggest that as we transition into summer and understanding that the highest volumes of Kickstarters from the population are theater based that perhaps people have the free time to attend these activities. There are declines when actually in the summer months as well as during the winter holidays which may suggest that if the Kickstarters are competing against other activities for backers’ money (travel and gifts) there are not enough funds to go around and so campaigns will be more likely to fail. This is conjecture as the data does not provide for what a backer’s income/disposable income is relative to a project’s goal.

As previously stated, some limitations within the data are the location of the campaign relative to backers’ locations. Theater would seem to be a location-based project and so backers would likely be in close proximity to those campaigns, relative to a game which is a manufactured project and would more likely be location-agnostic, however the data doesn’t specify the location of a project or its backers. Another limitation of the data is date centric. The length of the campaign is variable and so it is likely that a campaign is more likely to be successful given the length of time it is open. The data hasn’t been constrained to a single length of time (example: thirty days).

Some other tables/graphs to create would be an average donation per category to see what on average are the most expensive projects – one could assume that the higher an average donation the more costly it is to produce OR the more enthusiastic a backer is about the project (voting with one’s dollar). Another table would be country and backer. It would be interesting to see where are the backers located and from there extrapolate where the campaigns as there is likely a high correlation between location of project and location of campaign.

**Bonus Statistical Analysis:**

The median would seem to be more meaningful as the median would suggest that the average number of backers is much higher per project, however most projects would seem to be smaller in scope/backer quantity given that the median of a sample of 4,000+ items is only sixty-two people. There is more variability with regards to successful campaigns which makes sense. There are more degrees of success than there of failure. A Kickstarter can be wildly successful and have many backers or barely meet its target. Goals are also subjective to the project and can be set in a way that predetermines a success.