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**Kickstarter Project Data Analysis**

1. Three conclusions that one can draw from the provided Kickstarter data are as follows:
2. The projects with the highest number of success rates, as well as the most outcomes of success (as defined by completing goals for backing), were in the fine arts. Theater, film &video, and music clearly outpaced other categories as shown in The **Category Pivot Table.** This held true when also examining the **Sub-Category Pivot Table**, as plays, rock, indie rock, & documentaries all had extremely high rates of numbers and success. One other notable performer that was not included in the “Fine Arts” was hardware, which had a 100% success rate.
3. It is not known for certain whether Seasons in which the Kickstarter project began have any bearing on the number of successes. However, we did see correlation among the projects and the seasons. According to our data, the months that coincided with the highest success counts and lowest failure counts were April and May. As the months progressed, the success count steadily declined, and the count of failures steadily increased. This pattern from our data held true from June until December, with an uptick in Success counts at the new year (**See Date Created Pivot Table for more information**). We might suggest starting a Kickstarter campaign in the spring, but more information is need before we can definitively reach that conclusion.
4. We found correlation between the monetary goals of the projects, and the rates of success or failure. The more money that was asked to back a project, the less chance for success. However, that does not mean that the rate of failure automatically increased at same rate. We had to take cancellations into account with the instances of failure which altered the percentage number. According to the data available the best chance for success is to set a goal under $10000. However, setting a goal between $40,000 and $45,000 would offer a better balance, with a success rate around %50, and 5 times more capital( **See Goal Breakdown for more information**). However, with our limited data and sorting methods, it is unknown how the Category/sub-Category affects the goal ranges.
5. Some of the limits of our dataset include:
6. Lack of data on whether a project, after reaching the funding goal, reached its completion.
7. Our data does not distinguish whether the project was for a personal, or professional goal.
8. It is difficult in our presented data to see any connections between categories/sub-categories, and years. Does the advancement of time help projects achieve success? For instance, in music, advancements in home recording technology has made it possible to produce high quality recordings for amateurs. Does this ease of production relate to the explosion of successful music Kickstarter projects?
9. Categories & sub-categories could be broken down further into genre. Are comedy video/television projects more or less likely to succeed than horror. How are the successes or failures in technology broken down?
10. Some other charts/ tables that would be useful for analysis are:
11. Comparing average donation to project outcome.
12. Comparing number of backers to project outcome.
13. A Date Ended pivot table.
14. Comparing average donation to category/sub-category.
15. Comparing backers to category/sub-category.
16. Comparing staff pick to project outcome.
17. According to the data the Median summarizes the **State Statistical** **Analysis** better than the mean. This is primarily because both states contain numerous backers in the upper outlier category which skews the mean.
18. There is more variability in the Successful projects. This is due to a huge variety of values, high IQR, STDEV, and variance. The failed states have lower variety of values, lower IQR, STDEV, and Variance signifying that the data is more clustered together compared to the successful projects (**See State Statistical Analysis)**.