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Kickstarter Analysis

Due Date: 12/12/2020

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. ‘Theater/Play’ programs are requested the most often within the US and outside of the US. Although ‘theater’ programs are requested the most often, ‘music’ programs have the most success as a percentage of successful programs per the number submitted.
   2. “Theater” Kickstarter programs are only canceled 2.7% of the time, which could imply that organizations are not seeking funding alternatives.
   3. The uplift in early Q4 of ‘successful’ Kickstarter programs could be attributed to preparation of taxable deductions for the current year.
2. What are some limitations of this dataset?
   1. Unable to analyze trends on an annual calendar basis due to beginning and end date are not full years. The data for 2009 begins in May and the data for 2017 ends in May.
   2. Of those programs cancelled, did the respective organizations obtain funding elsewhere?
3. What are some other possible tables and/or graphs that we could create?
   1. Difference between goal and pledge per failure.
      1. How close were failures to success?
   2. Average dollar donation by ‘category’ and/or ‘sub-category’.
   3. Scatter plot for the bonus statistical analysis to catch outliers.

Bonus Statistical Analysis

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. Per the standard deviation successful campaigns have more variability in the number of backers than unsuccessful.
   2. It does make sense because there is no minimum and / or maximum dollar amount a backer needs to contribute.