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Kickstarter Campaign Analysis

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Conclusion 1: The most successfully funded sub-category were plays
   2. Conclusion 2: The category of “Theater” had more backers than the other categories
   3. Conclusion 3: The least successful category of Kickstarter campaigns was journalism
   4. Conclusion 4: The campaigns with the lowest goal amount were more likely to be successfully funded.
2. What are some limitations of this dataset?
   1. The data did not show the number of Kickstarter campaigns that are funded successfully but cannot deliver on their promises due to production costs exceeding the expected amount budgeted.
   2. The data did not show the expenses for marketing costs vs. production costs. You could get better data about successfully funded Kickstarter campaigns if we could see where the money was allocated.
3. What are some other possible tables and/or graphs that we could create?
   1. We could create a graph that compares whether the campaign was featured in the “Spotlight” or not and its relation to successful/canceled/failed campaigns.
   2. We could also look at the average amount of money pledged vs. country to see which population has been spending more money on Kickstarter campaigns.
4. Bonus Questions:
   1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
      1. Mean
   2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
      1. There is more variance with the successful campaigns. This makes sense because with successful campaigns, there are more backers who pay less to fund the project they want, or there are less backers paying more money to fund the projects that they want, giving the successful campaigns more variance. With the failed campaigns, there are less backers in general, and the data points are more likely to be closer to 0, giving the failed data less variance.