**Kickstart My Chart Analysis**

**Required Report**

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Theatre (839), Music (540), and Film & Video (300) had the highest number of successful campaigns.

The sub-category of Plays (694) had the highest number of successful campaigns. There were several sub-categories in the top three categories that only had successful campaigns. These were the sub-categories of Rock, Documentary, Shorts, Television, Classical Music, Electronic Music, Pop, and Metal.

Most of the campaigns (3038 out of 4114) were in the United States and most successful campaigns launched in May.

Some conclusions you can draw from this are that for a campaign to be successful:

* it should be in theatre, music, or film & video
* it should be in the US
* it should start in May

1. What are some limitations of this dataset?

This dataset is limited in that we do not see as much information about the people that back the successful projects. Some interesting information might be the residency and demographics of the backers. It might also be informative to look at more details on campaigns – the number of initial pledge levels, how complete the campaign page was, if it included a video, and if there were any stretch goals.

The raw data also only goes through 2017. If we included data from more recent years, the most successful campaign categories might differ. In more recent years, Kickstarter has become a place where companies try out new products in a lower risk environment. It might be worthwhile to investigate the people that started the campaigns – were they start ups or established companies with successful products already in their catalogue?

1. What are some other possible tables and/or graphs that we could create?

We could create pivot tables and charts with the data that we are given that would assess the percentage of outcomes by country. We could also look deeper at the unsuccessful campaigns and break down the campaign categories that have higher failure or cancellation rates. It could also be enlightening to look at the success of campaigns in a category over time and see if we can find any trends.

**Bonus Statistical Analysis**

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| --- | --- | --- | --- | --- |
|  | **Successful Campaigns** | **Unsuccessful Campaigns** | | |
|  | **Failed** | **Canceled** | **Total** |
| **Mean** | 194.43 | 19.71 | 9.43 | 19.49 |
| **Median** | 62.00 | 3.00 | 2.00 | 3.00 |
| **Min** | 1.00 | 0.00 | 0.00 | 0.00 |
| **Max** | 26457.00 | 1501.00 | 81.00 | 1501.00 |
| **Variance** | 712840.99 | 5347.95 | 346.24 | 5243.67 |
| **Std Deviation** | 844.30 | 73.13 | 18.61 | 72.41 |

* Use your data to determine whether the mean or the median summarizes the data more meaningfully.

The mean and the median both have value – it really depends on the question you are asking. If you want to know about how many backers it will take to fund your project, it might be helpful to know the average by category or subcategory. To know how many backers any project might need to be successful it might be better to look at the median because it will show the center of the dataset.

In this case, the average is 194.43 backers per successful campaign and the median is 62 backers. The median is much lower, and it may be because the variance is so high at 712,841. So, if you were starting a Kickstarter campaign and you wanted to have a good idea of how many backers it took to be successful, you could aim for 62 and know that your campaign will be in the middle of the pack with all the successful campaigns that we have data for.

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

The successful campaigns have more variability than the unsuccessful campaigns. This makes some sense because there is only a 30-day window for campaigns to attract enough backers to fund their product. If a campaign is unsuccessful and success were somewhat dependent on the number of backers, there would be an upper limit on the number of backers an unsuccessful campaign can accumulate. On the other hand, successful campaigns have no upper limit. If a campaign goes viral and is wildly successful, it could have any number of backers.

This also makes some sense because of the influence of social media and advertising on a campaign. If a product is very attractive it can go viral.