**A. Kickstarter Campaigns Analysis**

**Conclusions:**

1. Based on historical data of 4,000 Kickstarter projects, we utilize the data to observe market trends in terms of category, subcategory, time, and commitment. The outcome is determined by successful, live, failed, and canceled. The campaign is more aggressive in the categories of theater, music, technology, and film & video. As Table 1 shown, the major categories of successful campaigns are theater, music, and film & video. Technology has the highest canceled cases.

**Table 1:**

1. As Table 2 shown, the observation is determined by subcategory. The subcategories of successful campaigns are plays, documentary, and rock. The plays have the highest successful cases.

**Table 2:**

1. As Table 3 shown, the outcome of running a campaign is determined by months. The most successful campaigns more toward May. Between January to May, the successful campaign cases are more likely to be higher.

**Table 3:**

1. As Table 4 shown, when the commitment is set higher, that increases the possibility to fail to meet the goal. 71% of percentage successful when the commitment is less than 1000. On the other side, 58% of percentage failure when the commitment is greater than or equal to 50,000. The overall percentage canceled rate is below 25%.

**Table 4:**

**Limitations of the dataset:**

There is some lack of data sources includes gender, age, location, education, and household income. Either successful or unsuccessful campaigns, the more information gathered we can have a deeper understanding of the market trend more accuracy.

**Alternative solution of tables and/or graphs:**

1. **Scatter plot**

The scatter plot is an alternative graph that can be used to determine the relationship between successful vs failure backers for campaign analysis.

**Table 5:**

1. **Conditional formatting table**

The conditional formatting table is another method to stand out and to catch the decision maker’s attention. As table 6 shown, the outcome is based on the commitment range from less than 1,000 to greater than 50,000. The goal is less than 10,000 has a more than 50% successful rate. When the goal is set to more than 45,000, the outcome is most likely to have more than 50% unsuccessful rate.

**Table 6:**

|  |  |  |
| --- | --- | --- |
| **Goal** | **Percentage Successful** | **Percentage Failed** |
| Less than 1000 | 71% | 25% |
| 1000 to 4999 | 66% | 30% |
| 5000 to 9999 | 53% | 40% |
| 10000 to 14999 | 48% | 41% |
| 15000 to 19999 | 47% | 45% |
| 20000 to 24999 | 42% | 49% |
| 25000 to 29999 | 40% | 47% |
| 30000 to 34999 | 39% | 45% |
| 35000 to 39999 | 47% | 40% |
| 40000 to 44999 | 49% | 37% |
| 45000 to 49999 | 29% | 52% |
| Greater than or equal to 50000 | 19% | 58% |

**B. Statistical Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| **backers\_count (successful)** | | **backers\_count (failure)** | |
|  |  |  |  |
| **Mean** | **194.43** | **Mean** | **17.71** |
| Standard Error | 18.07 | Standard Error | 1.57 |
| **Median** | **62.00** | **Median** | **4.00** |
| Mode | 27.00 | Mode | 0.00 |
| **Standard Deviation** | **844.49** | **Standard Deviation** | **61.45** |
| **Sample Variance** | **713167.38** | **Sample Variance** | **3775.69** |
| Kurtosis | 583.11 | Kurtosis | 193.28 |
| Skewness | 21.40 | Skewness | 11.83 |
| Range | 26456.00 | Range | 1293.00 |
| **Minimum** | **1.00** | **Minimum** | **0.00** |
| **Maximum** | **26457.00** | **Maximum** | **1293.00** |
| Sum | 424819.00 | Sum | 27096.00 |
| Count | 2185.00 | Count | 1530.00 |

The result of mean and median for backers successful campaign is not similar. The median summarizes the data is more meaningfully when there is a huge outlier. (Table 7). As the result showed, successful campaigns have more variability in terms of range, variance, and standard deviation. The value of a successful campaign is wider and more spread out compared to the value of Failure campaigns in the dataset.

**Table 7:**

