KickStarter Campaigns Statistical Overview

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

* Looking at derived success rate of crowdfunding campaigns I can state following trends (including all countries, categories and time periods):
  + With a goal up to $5000 crowdfunding overall results are 60-70% successful
  + Success trend flattering at 40-50% and overlapping with failure rate between $10000 and $40000 goal range
  + Campaigns with a goal of > $45000 are tending to fail
* Most successful campaigns are falling into entertainment categories – theater, film & video, music
* In general crowdfunding campaigns are successful at the beginning of the year, reaching its peak at the end of the second quarter and tending to fail by the end of the year
* Being in a spotlight (all kind of media coverage, social platforms etc.) is one of the keys to success, mostly all successful campaign were in a spotlight

1. What are some limitations of this dataset?

* Dataset is not quite homogeneous with a number of outliers affecting statistical modeling
* Withing a given tasks there is not enough data and requirements to dive into detailed data analysis to find the best practices for crowdfunding strategy based on country, category, media coverage, worldwide and local factors affecting people’s interest in a particular category, possible years with global economic recession, political events, wars, unrests or any other factors drawing away people’s attention

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

* Additional pivot tables and plots with narrowed (filtered) datasets focusing on more detailed local analysis
* Some lesson learned summary of failures for improves future strategies
* Generate “bars and whiskers plots” to point out outliers and improve statistical modeling