Kickstarter Funding Analysis

After cleaning the given data from the Kickstarter funding, one clear conclusion that can be drawn from the analysis is that “music” has the highest success rate. From all of the sub genres, “music” has the highest probability of having a successful project while several categories have a high fail rate.

The subcategories, web, video games, animation, children’s books, drama, fiction, gadgets, jazz and mobile games, seems to be in the worst shape. Whether that is because they are underfunded, overlooked, or simply not in demand, 100% of their data shows negative results. They have all been cancelled or failed attempts.

A clear limitation for this data set is the sample size. Although some sets of data have a 100% fail or cancelled rate, they are often times small sample sizes. Due to this limitation, we must take into consideration the validity of the results.

Other possible data we could probe is the success, failed, and cancelled section. It would be interesting to see if there are any trends within the fields so we can solve problems and create a clear step by step procedure to ensure the highest possibility of success. Hence, optimizing the dollars spent.

Other graphs that may be useful would be a scatterplot graph to see the relationship between money spent and success and failure. Perhaps a regression line may tell a story.