Kickstarter Campaign Analysis

One major limitation of this dataset is the lack of information about the campaigns that were cancelled. We don’t have any way of knowing why a campaign was cancelled, especially since the cancelled campaigns had raised an average of $7,286.34 when they were cancelled.

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

2. What are some limitations of this dataset?

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

Bonus Analysis

The mean number of backers summarizes the data more meaningfully than the median. We can see that successful campaigns averaged over 194 backers compared to only 18 for unsuccessful campaigns. These numbers will be slightly skewed by unsuccessful campaigns that never got rolling and ended with 0 backers, but this does elucidate the idea of momentum in a campaign. This skew is also the reason that the median is less useful of a measure -

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

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