Kickstarter Comparisons across Successful and Failed Campaigns

# Overview

The purpose of this document is to compare the number of backers of successful and failed campaigns on the crowdfunding website Kickstarter. This information may be useful to review popularity of a funding campaign to its rate of success.

# Summary of Data

Below is the summary of data received from the successful and failed campaigns from 2009 through the first quarter of 2017.

|  |  |  |
| --- | --- | --- |
|  | Successful | Failed |
| Mean | 194 | 18 |
| Median | 62 | 4 |
| Minimum | 1 | 0 |
| Maximum | 26457 | 1293 |
| Variance | 712841 | 3773 |
| Standard Deviation | 844 | 61 |

# Analysis

1. Based on the information provided, the median of this data is more representative than its mean. This is because the outliers are significantly larger than the population as a whole, which skews the mean, resulting in a high variance compared to the population of each.
2. Based on the information provided, there is more variability with successful campaigns. This makes sense as a the standard of deviation is high compared to the mean and median, as one person can fund a campaign alone or thousands can submit small donations. Failed campaigns often have little visibility and very few backers outside of their outliers, leaving the number of backers small and compact.