

**Campaign Data Analysis**

**Jane Hur**

**March 30, 2020**

Given the provided data, 3 conclusions we can draw about Kickstarter campaigns:

1. Campaign goal is an important factor to the success or failure of the campaign. Large percentage of campaigns succeeded in the less than $1000 to $20,000 range whereas campaigns more than $45,000 largely failed or canceled.
2. Kickstarter is a successful platform for theater, specifically plays. Theater is by far the largest category within US and globally, with plays being the largest sub-category by far. A majority of these campaigns within this category are successful.
   1. Film/movies and music also have majority of successful campaign in their respective categories within US and globally.
   2. Food, games, photography, publishing and technology are not as successful within US and globally.
3. It takes an average of 125-175 backers for successful campaigns, but even 1 backer can make a campaign successful.

What are some limitations of this dataset?

Dataset doesn’t break down amount of pledge per backer, so it’s hard to see if a campaign is successful due to a large sum from a backer, especially for the smaller goal amounts. This could be from a family member or close friend. On that note, it could be helpful to know percentage of backers who know the campaign owner or not to weigh in on trend forecasts for future campaigns.

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

1. Duration of the campaign to see how that affects outcome
2. More cross analysis, such as # of backers in different brackets of campaign goals to see if there’s a trend on outcome
3. Stacked bar graph of average donations by category or campaign goal brackets for each outcome.
4. Statistical analysis of average donation by outcome. Mean of successful campaigns would give us overall average of average donation. Median would tell us if average donations tend to be smaller or larger amounts. Mode would tell us how often backers are donating a certain amount. Standard deviation would tell us if there’s a large range between low to high donations. This info could inform trend of backer behavior.