Kickstarter Campaign Analysis

What are three conclusions we can draw about Kickstarter campaigns?

1. Journalism has a 100% Cancellation Rate, Animation has a 100% Fail Rate, and Classical Music and Documentary have 100% Success Rates based on the data provided.
2. The US has nearly 75% of the Kickstarter campaigns.
3. Theater has the highest number of campaigns, the majority of those are plays and over 60% of all theater campaigns with a successful status.
4. Due to the pretty evenly split, analyzing the data by month is not helpful.
5. There are MANY ways to slice and dice the data to come up with additional insights and correlations.
6. The highest success rate was for campaigns with goals under $1000 with the highest fail rate was for campaigns with goals over $50,000.

What are some limitations of this dataset?

1. For the successful campaigns, how long it took to hit the goal.
2. More detail surrounding amount donated.
3. More specific local data.

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

1. Average Donation per Category/Sub-Category/Country/Goal
2. Status per Amount of Time Active
3. Percentage of Status per Category/Sub-Category
4. Backers per Category/Sub-Category/Country/Goal
5. Average Donation per Category/Sub-Category/Country/Goal

**Bonus Analysis:**

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

1. The median feels like the better representation of the data set because there is such high variability with some of the data points. Median is offering a more clear view of the mid point.

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

1. There is more variability with successful campaigns. It makes sense because if there were more variability with failed project it may have managed to push those projects into a successful state.