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

With the provided data, there are several conclusions we can draw:

* + 1. First, during the time period this data has been collected, theater projects dominated the Kickstarter scene, accounting for almost 34% of all projects started on Kickstarter while being slightly more successful than other categories with 38.4% of theater projects being funded successfully.
    2. Second, when looking at potential seasonality of the launching/success of Kickstarter projects, it appears to be relatively flat, aside from December. Projects launched in December are the only month where more projects fail than succeed. This makes sense when considering the time of the year December falls with people already spending significant amounts of money on the holidays and not having additional disposable income to support a project that may take months to come to reality.
    3. Third, in order to set yourself up for success on Kickstarter, based on the dataset provided, it is imperative to set a goal that is reachable in the eyes of the backers. On projects that are successful, most are funded well beyond their initial goals which might help fuel additional backers with the project being able to announce that they were 100% funded in X number of hours.

1. What are some limitations of this dataset?
   1. Not knowing scope of projects listed, how far from deliverables were each one? What was the project timeline?
   2. How many projects had the companies previously funded successfully? Unsuccessfully?
   3. More current data. Kickstarter has had quite a bit of growth since 2017, as evidenced by a quick look on the website that Theater is far from the top category based on the most recent data. Also, the funding goals and amounts seem to have skyrocketed on some levels with several 7 figure projects being funded.
   4. Knowing what the marketing budget/spend was per project to identify patterns.
   5. No information on what rewards were given at various support levels to be able to identify correlation between value of rewards and pledge amounts.
2. What are some other possible tables and/or graphs that we could create?
   1. Comparing length of kickstarter campaign as compared to the final state of the campaign.
   2. Looking at goal amounts as it relates to final funding levels (set target low to achieve funding and then perhaps market 100% funded!).
   3. On failed projects, looking at spotlight, campaign length, funding goals and rewards to try and find the reason why it failed in the first place.

Bonus Statistical Analysis

* Mean or Median?
  + Looking at the data set, I would argue that the median more accurately reflects the data. On both accounts the mean lies outside the 3rd quartile of backers which makes sense since wildly successful projects will have a large number of backers as will projects that could have been successful but perhaps set a funding goal too high so while backer count is elevated they did not hit the funding target. The median in both cases more accurately reflects the number of backers of both successful and failed projects.
* Variability in Successful and Failed Projects
  + There is far greater variability in successful projects as measured by total variance, standard deviation and IQR. In addition, when looking for outliers both successful and failed projects hold their upper and lower IQR bounds to less than 1 σ away from the mean, implying there are some extreme outliers that lend to increased variance.