Kickstarter Report

1. Conclusions

The first conclusion that can be made is that the Theatre category not only had the most successful states, but also the most states. The second conclusion made was the ‘plays’ sub-category had the most states and successful states. Since it does fall under the Theatre category, this correlation appears positive. The last conclusion made was that in the month of December, state totals were at their lowest value. This decrease could be due to weather conditions, Christmas holidays, vacations, etc.

1. Limitations of the Dataset

The data does not equate to what people’s preferences/hobbies are at home. Advertising, marketing and business structure affect sales per campaign. Past campaign history may not match current popular interests among society.

1. Other Graphs

Pie graph for category or sub-category would have been effective and help quickly identify most successful units. A table for category/sub-category vs pledged (and subsequently creating a graph) would have showed a financial relationship between the data.

Bonus

It was determined that the median is more meaningful to summarize the data. As the standard deviation value is high meaning the backers\_count is a widespread containing many outliers. The outliers skew results of the data which causes an inconclusive assumption. There is more variability with successful campaigns as contribution can come in masses. Certain successful campaigns are also a lot more popular to contributors, which leads to higher backers\_count per campaign. The variability for successful campaigns makes sense as the maximum and minimum number of backers is very distant from the mean number of backers. Compared to the failed campaigns, there is still variability but at a much lower scale.