Conclusions:

* Kickstarter campaigns that were featured on the sites “Spotlight” section appear to be more successful than those that were not. This could imply that campaigns featured on the spotlight sections of the sight got more exposure and therefore were more likely to gain support.
* Campaigns that focused on providing content over a physical product were more plentiful as well as more likely to succeed. With categories like music, film & video, and theater being among the most successful. Music had a success rate of 83% and was by far the most successful category despite the lower total campaign count.
* Smaller goals were more likely to succeed, while larger goals had a harder time. Goals in the range of $5,000 to $40,000 had a roughly 45% to 50% rate of success, while the further a goal exceeded $40,000, the less likely it was to succeed. With goals of $50,000 or more having a 60% failure rate.

One thing the dataset does not tell us is the presentation of the product for each campaign. Something simple like having a more “professional” looking logo could have had an impact on campaign success. Meaning those with access to professional tools had an advantage over more amateur campaigns. Another potential correlation that the data does not provide is the relationship between cost and category. Music had the highest success rate, and it could be because it came with lower campaign goals.

One more step we could take is creating a table that shows the number of campaigns that were featured in the “spotlight” that ended up being successful. Showing if there is a correlation between exposure and campaign success. Another useful graph would be the looking at the relationship between campaign cost and category.

Bonus:

I believe the median best describes the relationship between campaign success and number of backers. The number of backers for successful campaigns vary so much that it skews the average making it seem like the average is much higher than it is.

Successful campaigns had more variability in their number of backers, which is intuitive because campaigns can succeed with a varying number of backers while those that fail, often fail because of the consistently low backer count.