Analysis of Kick Starter Campaigns

Given the provided data there are three conclusions that can be drawn.

1. Looking at campaign outcomes by category, the theater category has the highest number of total campaigns, as well as the highest number of successful campaigns. Figure 1 below shows the outcomes by category.

**Figure 1. Campaign Outcomes by Category.**

1. Comparing the data by sub-category shows that plays have the highest number of campaigns and the highest number of successful campaigns. Figure 2 shows this comparison. Plays are a sub-category of the theater category.

**Figure 2. Campaign Outcomes by Sub-Category.**

1. The highest number of successful campaigns occurred during the month of May as shown in Figure 3.

**Figure 3. Campaign Outcomes by Month.**

A limitation of the dataset is the fact that it is a sample of kick starter campaigns. We do not know how this set was selected or if it is representative of the total population of kick starter data.

Other graphs we could use to analyze this data include:

1. A pie graph comparing successful, failed, canceled, and live campaigns that could be filtered by category.
2. A bar graph showing the average donation amount grouped by campaign outcome and filtered by category.

**Bonus Stats**

I would argue that the median summarizes the data more accurately. The range of data goes from 1 to 26457. Since the median is so much lower than the mean, this indicates that there are larger numbers skewing the average.

There is more variability with unsuccessful campaigns. This is indicated by the higher variance and standard deviation for the Failed dataset compared to the Successful dataset.