Kickstarter Analysis Summary

1. Conclusions from the Kickstarter data provided:
   1. The month at which a Kickstarter campaign launches seems to have little effect at whether the campaign is successful, canceled, or fails. Backers seem willing to pledge and find these projects throughout the year.
   2. From the categories, Kickstarter attracts many independent projects in the Arts and Sciences, which makes sense as most independent projects require capital to gain traction to be made or noticed by more traditional investment sources. However, these categories are created equal as Theatre is the most popular category and Music is second for a Kickstarter campaign. However, popularity does not equate to success as close to 35% of theatre campaigns fail.
   3. Within these categories the subcategories within these projects can vary greatly. Take the Film & Video category as an example. The subcategories of Animation and Documentary. These two categories in general are very different, every Animation project has failed compared to Documentary which has a 100% Success rate.
2. Limitations of Kickstarter data:
   1. We are viewing Goals from multiple countries therefore multiple currencies. This can skew are findings greatly when viewing. We would need to compare country to country or convert all to a single currency.
   2. We do not know if this data is the entire Kickstarter data. If not, we would have to verify the data we are using is an accurate sample.
   3. There are certain datapoints such as “StaffPick” “Spotlight” which we do not know the inputs that are behind it. I would go back to the company to request further information in order to see if they should be added into our analysis.
3. Further Analysis
   1. How the Goal Amount relates to a project’s outcome.
   2. How the number of Backers relates to a project’s outcome.
   3. How the long the project is on Kickstarter before the deadline relates to a project outcome.
   4. Average donations and how it relates to a project’s outcome.
   5. Do certain countries back different types of projects.
   6. Further analysis on the Failed projects, look closer at the variables that caused them to fail. Especially those that were over 50% funded, what caused them to fail?
4. Bonus 2
   1. The mean summarizes the data in a more meaningful way. The mean takes into account the number of backers which can greatly vary from project to project depending on the Goal Amount. The median is only the middle point which can vary greatly depending on the campaign.
   2. There is greater variability in successful campaigns. This makes sense as number of backers and Goal Amount can greatly vary in a successful campaign. A single person could pledge $50 to make a campaign successful and at the same time 10,000 people could pledge &50 to make another campaign successful.