Kickstarter Campaign Key Findings

**#1 Theater is the most successful category of Kickstarter with regional discrepancies**

Theater has the most successful outcomes by count at 839 and has the most total kickstarters in total with a standard deviation of 126. Upon further exploration of the data, it shows that Great Britain has 258 successful theater kickstarters and the United States has 525 successful theater kickstarters, which could be responsible for the large range in data. The subcategory within this category with the most successes is plays. These campaigns could be successful in these countries because of the strong tradition of live theater. Alternatively, there could be a tradition of usage among theater troupes to use Kickstarters to fund their play.

**#2 Food is the category with the least successes**

The category of food has the least success of the Kickstarter campaigns, with 70% of the campaigns ending in failure. The journalism category has the least number of attempts (20) but all of these attempts have been cancelled. The subcategory in Food with the most failures is food trucks, suggesting these types of business ventures are difficult to have success in. Notably, the theater category has the largest number of failures by count but over a 60% percent success rate and the largest count of kickstarters, which accounts for the larger count of failures.

**#3 The rate of successful campaigns was highest in May and November**

There is a notable peak in successful campaigns in November with 222 successes. This could be an indication of kickstarters related to holiday or end-of-the-year activities. Additionally, people could be donating to kickstarter campaigns as part of holiday/end-of-the-year giving. There was another spike in May which could be related to kickstarters related to summer activities. The failed, canceled and live charts do not follow similar patterns as successful campaigns in November, although successful, failed and canceled campaigns all experienced a decrease in February.

Data Limitations

This data only shows the successes and failures based on whether the goals were met. It lacks enough information to say why these kickstarters succeeded and failed. A more detailed account of the pledge amount from individual donors could help better understand why campaigns succeed or fail.

Additional Tables & Graphs

An additional bar chart that shows the frequency and range of the average donation with the ability to filter between categories and subcategories would provide a better idea of the amount of donations per category.

Bonus Statistics

**Mean or Median?**

In order to compare the successful and unsuccessful campaigns the median value of the dataset should be used. The successful campaign has outliers (max value) that skew the mean value and would make the comparison insignificant. By choosing the median, it shows the values in the middle of the dataset and can account for outliers.

**Variability within Successful vs Unsuccessful – Which is more?**

There is a larger amount of variability within the successful kickstarters. The variance of the successful data set is significantly larger than the failed dataset. Additionally, the standard deviation of the successful dataset shows that there is a larger variation from the mean in the data.