Conclusions

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. If looking by category/sub-category
      1. Good bets are Rock, Pop & Metal, Classical music, Electronic music, Documentaries, shorts or television, all which only had successes
      2. Theater, particularly plays are most popular campaigns, but not more successful percentage-wise
   2. Highest number of successful campaigns were created in May. Lowest in Dec.
   3. The lower goals yielded higher success rates
2. What are some limitations of this dataset?
   1. How is success of a campaign really measured? Just if it was fully funded and went live?
      1. What about how long it was live or how much money made? What constitutes success?
   2. Whether reaching goal turned into a live campaign. Limited data on this.
   3. No way to measure qualitative factors of success missing - personality, experience, etc.
3. What are some other possible tables and/or graphs that we could create?
   1. Outliers - box and whisker charts. Outliers based on goal amount/success rate
   2. Trend lines to determine what may be categories that are trending better now
   3. Goals and Backer info by category/sub-category

Bonus statistical analysis

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. Median as the standard deviation/variance is high
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. Successful campaigns had more variance.
      1. Maybe because more values?
      2. Maybe because successful campaigns enticed more backers and more $ from backers?
      3. Maybe because once failing, backers stop contributing?
      4. Maybe there are more outliers on successful campaigns?
      5. Uggh. Not sure…. Explain! :-)