**Kickstarter Campaigns**

The Kickstarter information provided, gives us an opportunity to investigate the success and failure rates of a given product based on various data points. These data points help us analyze and make determination about the interests of people and what kind of products and services they are more interested in investing. The dominating interests are theater, music, and technology. Journalism had the least amount of interest. From here we can make three determinations.

First, there seems to be a high interest in the arts with the higher success rate going to theater. Out of the 1393 campaigns that launched for theater, 839 were successful. Out of the 1393 campaigns launched, musical accounted for 140 campaigns, spaces for 187, and the vast majority were for plays with1066 campaigns that launched. The success and failure rates also show the same information with musical having a 43% failure rate, spaces 43% failure rate, and plays having the lowest failure rate of only 33%. Not only is this true within the theater category but when compared across all sub-categories, theater continues to be the campaign for which more people are willing to invest.

We can also surmise that the sub-category of rock music is of interest to people since they have 100 percent success rate. Out of the 260 campaigns launched, all 260 campaigns were successful. Within the category of music, rock accounts for 37% of all campaigns and 48% of all successful music campaigns. Campaigns for music that launched in May and June had an 83% and an 86% success rate respectively while campaigns that launched in February and March had the lowest success rate with only 67%. Therefore, it makes sense, for music campaigns to launch in May and June to increase their probability of success.

Journalism is the category which is the least successful Kickstarter campaign. All the campaigns that launched, were canceled at some point. Although these campaigns, were canceled and not considered failures, we can place them in the category of being unsuccessful. These campaigns were live on average 1.20 months before being canceled with zero funding received. It is safe to conclude that interest in audio journalism (in general considered podcasts) is considered to not be a worthwhile investment.

Although valuable information is obtained from the data set, one limitation that is noticed is that only eight categories are identified with several sub-categories. There is a limitation in the sample size based on industry. To get a better sense of the funding capabilities, we should include a wider variety of industries (categories) that we may analyze to make a better determination on success to failure rate.

Additional tables and/or graphs that we could create would be a pie graph to be able to see the information in its totality divided by each category. We could take it a step further and utilize those pie graphs to see the distribution of each sub-category within the main category.

BONUS:

I believe the mean better summarizes the data because we can see the average number of backers that helped make the campaign a success compared to the average number of backers that the failures had.

There is more variability in the successful campaigns. This does make sense since a greater spread in the number of backers. If a campaign generates a large interest the number of backers will increase, therefore creating a larger variance. The opposite is true of the unsuccessful campaigns. Since there is little to no interest in those campaigns, the number of backers will be smaller for any give campaign, therefore, the variance will be smaller.