Kickstarter Conclusions

1. What 3 conclusions can be drawn about Kickstarter from the data provided?
   1. Music, Theater, and Film/Video has greatly outperformed all other categories. This suggests that Kickstarter is an effective platform for launching performing arts projects to get them noticed by commercial promoters.
   2. Across these top 3 categories, campaigns launched in the late spring (May/June) have had the greatest success. Additionally, theater also saw peaks of success when launching campaigns in March and October, while peaks of failure are observed around the end of the year (December and January). This might be attributed to the holidays, during which fewer donors might have fewer funds to contribute.
   3. Journalism, food, and publishing campaigns seemed to struggle the most, with the exception of the nonfiction publishing subcategory. Between their pricey goals and lack of backers, these categories just don’t seem to be popular enough to generate the funding that they need.
2. Second Bonus Activity
   1. Does the mean or the median better summarize the data more meaningfully?
      1. Due to the high variance in both successful and unsuccessful projects, I would think median better summarizes the data in both cases. Because the mean is so much higher than the median, it suggests there are numerous high outliers inflating the average.
   2. Is there more variability with successful campaigns or unsuccessful campaigns? Does this make sense? Why or why not?
      1. Based on both variance and standard deviation, there is a lot more variability with successful projects than unsuccessful projects. This is evidenced by the comparative box-and-whisker plot, in which the successful project has both a slightly larger box and much larger outliers than the plot for unsuccessful projects.
      2. This is expected, as successful projects have a much wider range of backers and donations, while unsuccessful projects all seem to have a lack of backers and contributions much more consistently.