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Kickstarter Campaign Results

**Conclusions:**

In the dataset that was given, we see over 4000 campaigns resulting in live, failed, canceled, or successful donations. Our goal of this project was to uncover hidden trends to see what causes a successful campaign compared to a failed or canceled one. A conclusion that we can draw from this is overall we can see the most Kickstarter campaigns are in the Theater category. However, almost half of them were failed due to poor funding. When we look into the subcategories, we can see that plays had the most success. One who is interested in the theater field and would like to start a campaign can come to the conclusion that it will have more success in hosting a play rather than a musical or space.

Another conclusion we can draw from this dataset is the timing of the campaign. The campaigns have a higher success rate when done earlier on in the year compared to late in the year. On Sheet 4, you can see the drop in successful campaigns from November to December. If we look at 2017 and later data, we can see the most successful month is in January, however overall our most successful month is May.

A final conclusion we can make is if we look into the United States trends, we can filter through the categories and subcategories of what has been successful and unsuccessful. Someone who would be interested in starting a Kickstarter campaign for their company can see the success rates within their subcategory. We can look into film and video and see that documentaries have the highest success rate while science fiction will fail. In the games category, tabletop games have a high success rate compared to video and mobile games. The filtering of the pivot table is extremely helpful to new creators.

**Limitations:**

The limitations of this dataset are that we are only looking at this limited amount of data. It does not include 2018, 2019, or 2020 data therefore, someone who is wanting to use this to determine their success/fail rate may not get accurate results.

**Other Possibilities:**

Another possibility for tables and graphs we could create is making a pivot table based on how long the campaign lasted and when the success was reached. Finding out how long it can take for the campaign to be successful can be hopeful to those not receiving donations early on. Other charts that would be helpful are a pie chart based on the category of which category has the most success and another pie chart on which category has the most failed campaigns.

**Bonus Statistical Question:**

The median is going to be more meaningful as the dataset of backers in both successful and unsuccessful campaigns have a large outlier. The box plots shown on that datasheet proves that we have large outliers in our data set.

The variance shows that there is a large amount of variability in a successful campaign compared to an unsuccessful campaign. This makes sense if you think about the amount of donation that backers will donate. The outliers in the successful campaign are most likely the reason the campaign was successful due to a large amount donated. However, the unsuccessful campaign may only receive the same amount of small donations across a large audience that would not reach the end goal.