Kickstarter Statistical Analysis –

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| *Successful Backers count Descriptive statistics* | |
|  |  |
| Mean | 194.4251716 |
| Standard Error | 18.06633314 |
| Median | 62 |
| Mode | 27 |
| Standard Deviation | 844.4923796 |
| Sample Variance | 713167.3791 |
| Kurtosis | 583.1052562 |
| Skewness | 21.40422343 |
| Range | 26456 |
| Minimum | 1 |
| Maximum | 26457 |
| Sum | 424819 |
| Count | 2185 |

For successful campaigns, the mean number of backers is 194 while the median is 62. The data set when plotted is not normal, infact it is skewed towards the left. We can see that Skewness is 21.40 which is an indicator of not-normal distribution. Both the datasets have outliers that prevents the distribution from being normally distributed. Since median is the measure of the middle value of backers, it would be a better measure for this dataset.

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| *Failed Backers count Descriptive statistics* | |
|  |  |
| Mean | 17.7098039 |
| Standard Error | 1.57091403 |
| Median | 4 |
| Mode | 0 |
| Standard Deviation | 61.446639 |
| Sample Variance | 3775.68944 |
| Kurtosis | 193.275854 |
| Skewness | 11.831541 |
| Range | 1293 |
| Minimum | 0 |
| Maximum | 1293 |
| Sum | 27096 |
| Count | 1530 |

Similarly, for Failed campaigns, Mean is 18 while Median is 4 backers. The dataset is not normally distributed and skewness = 11.8 indicates that the median would be a better indicator for the number of backers.