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Home Work 1  
08/03/2020

Kickstarter Conclusions

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

Campaigns with the parent categories of Theater, Film and Video and Music have over a 50% success rate. While Campaigns with parent categories of Publishing, Photography, Games and Food have over a 50% fail rate.

There are sub-categories that based on the data have a 100% successful Kickstarter campaign rate.

***Film and Video***: Documentary, Shorts, and Television

***Games***: Tabletop Games

***Music***: Classical Music, Electronic Music, Metal, Pop and Rock

***Publishing***: Nonfiction and Radio/Podcasts

***Technology***: Hardware

There are sub-categories that based on the data have a 100% fail Kickstarter campaign rate.

***Film and Video***: Animation and Drama

***Food***: Restaurants

***Games***: Tabletop Games

***Music***: Classical Music, Electronic Music, Metal, Pop and Rock

***Publishing***: Nonfiction and Radio/Podcasts

***Technology***: Hardware

***Music***: Jazz

***Photography***: Nature, People and Places

***Publishing***: Children’s Books and Fiction

***Technology***: Gadgets

Campaigns that are started in May have a higher rate of success while campaigns that are started in January or October have a greater rate of failure.

1. **What are some limitations of this dataset?**

The data set has limitations in the actual number sample size of (4,064). While a generally good sample size it is heavily weighted in parent category of theater that accounts for 1/3 of the total campaigns while all other categories account for less than half the total sample qty.

1. **What are some other possible tables and/or graphs that we could create?**

Other graphs and tables that would be helpful would be the following.

* **State by *Country*** – Offer general insight if the country of origin plays a roll in a success rate to help set realistic goals for campaigns based on originators location.
* ***Number of Backers vs Total Pledged*** –This table could offer insight to those wanting to start a campaign and can estimate the average contribution to their effort.
* ***Spotlight vs Percent Funded*** – Does being a spotlight effort contribute to the success rate of meeting the project goal.
* ***Average Contribution vs Category/Sub-Category*** – Would also allow insight to those who are looking to start a campaign a KPI to target and evaluate their campaign and goals.

***Bonus:***

In both sets of data the Median is a more meaningful statistic because the difference between the Mean and the Median is high and shows that there are a more outliers within data points that elevates the average. While the median in both groups is substantially lower than the mean and is a more accurate in a general statement of expectations.

The success rate Z-Score average with the mean is 3.30 which is well more than one place from the Standard Variance that shows that there are more exceptions to the rules. While the Z-Score average score with the median is 0.16 which is within the 1 place from the Standard Variance.

The fail rate Z-Score average with the mean is 4.48 which is well more than one place from the Standard Variance that shows that there are more exceptions to the rules. While the Z-Score average score with the median is 0.22 which is within the 1 place from the Standard Variance.

**Additional Observations based on the bonus data:**

Success rate increases when you have a min number of 62 backers.

Fail rate is 100% when you have a min number of 0 backers.