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Data Analysis and Presentation

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**Summary**

To be funded on Kickstarter it requires meeting or exceeding the project’s mutual goas, so many organizations spend months looking through past projects to help uncover new tactics to successful findings.

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

* The data appeared to indicate that the month of May was favorable for a Kickstarter campaign and the month of December indicated to be unfavorable month for creating a Kickstarter campaign. It had the lowest percentage of success.
* The category with the **greatest number** of campaigns on a Kickstarter was theater with a success rate of 60% and a failure rate of 35%. The theatre sub-category – play had the **highest success** rate of 65% with a failure rate of 33%.
* The **highest percentage** of successful campaigns was music with a 77% success rate and 17% failure rate. The sub-category, rock music campaign had 100% success rate, however, classical, electronic, metal & pop music had **fewer campaigns** but with 100% success.
* The highest percentage of **canceled campaigns** was journalism with a 100% cancel rate and the highest percentage of **failed campaigns** was food with a 17% success rate and a 70% failure rate. The greatest number of campaigns on Kickstarter was the in the Theatre category with the campaign success rate of 60% and a failure rate of 35%.

What are some of limitations of this data set?

The why was not answered. The reasons why projects were cancelled or failed was not answered. From the data we gathered that if a campaign/fundraiser did not raise enough money or failed to meet the goal, it was canceled. The data did not provide the reasons like advertising, fundraisers, marketing which could have been the reason that helped the successful campaigns to reach their goals.

What are some of other possible tables and or graphs that we could create?

**Pie graph** was most popular to determine the percentages for the failure and success of campaigns. A **scatter plot** for statistical analysis and **stuck up graphs** to help compare the campaign success & failure analysis.

Bonus Statistical Analysis

Use your data to determine whether the mean or the median summarizes the date more meaningfully.

Successful = mean. Failed = Median

Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does it make sense?

There is more variability with successful campaigns because the mean is thrown off by multiple large outliers.