* The first conclusion that can be drawn from the bonus material is that the less you set as a goal, the higher your chances on becoming “successful”. Logically, that makes sense as it will be much harder to raise $100,000 versus $10,000.
* Second, an astounding amount of submissions for “theater” ideas were made. At 1393 individual ideas, that is pretty much twice as much as the next category, “music”. When you look at the sub-categories for theater, it turns out 1066 out of the 1393 ideas were for plays. I would’ve thought they’d be more documentary based or tv show based, so that was a pretty interesting discovery for me.
* Finally, from the statistical analysis section it is interesting to note it seems successful campaigns tend to have more backers behind them, but there are some outliers that sway the data.

1. It may be a bit of a stretch for a limitation, but I think this data doesn’t paint the whole picture on kickstarter projects. Just because you hit your monetary goal, that doesn’t correlate to the company doing well or being successful in any means. There have been tons of companies on kickstarter that do so much more than their goal and end up going bankrupt because the “cool niche” idea really isn’t actually that great. Social media is a pretty useful tool at hyping something up for no good reason.
2. I think another interesting chart to look at would be the number of backers a campaign had and whether or not it ended up being successful or not. One would think that the more people a campaign has behind it, that it theoretically should be successful, but that’s not always the case. For this, I think a bar chart would be a good option to show the differences in fails and successes.

Statistical Analysis:

I would think that using the median summarizes the data more appropriately in this case because of all the outliers that are involved here. There is one case where there was an unsuccessful kickstarter with 1300 backers. Since the data is all over the place using the mean could paint an untrue picture.