Kickstarter Data Analysis Report

I have used to data given to us from the Kickstarter crowdfunding service to analyze it in multiple ways. I have seen some positive trends and some negative trends as well and here is our analysis:

1. We compared the Category data vs the count of state we understand:
   1. JOURNALISM, FODD, GAMES weren’t of much help in the crowdfunding. It is better to rule out these options for future projects.
   2. MUSIC, THEATER, FILM & VIDEO seems to have the minimum number of failed counts; adding more of these projects should help in showing positive outputs.
   3. PUBLISHING, TECHNOLOGY, PHOTOGRAPHY can still be given another try before ruling them out completely.
2. We compared the Sub - Category data vs the count of state we understand:
   1. Projects which are not related to musical entertainment don’t seem to give much of the positive outcomes.
   2. Plays and music seems to be the highest positive projects. Investing more on similar projects would definitely help increase the returns on Investment.
3. We compared Months of the project launches against the count of state:
   1. Summers are the best time to launch the projects, mostly between April and July.
   2. Winters being really bad timing to launch them.

**Summary:**

Launching more musical entertainment related projects during Spring/Summer months would be a good strategy to launch new projects. Always when thinking to expand launch new categories in minimally during summer time and if it clicks then expand that project the next summer.

**Limitation:**

The limitation is around the sample which is roughly about 1%. This sample wouldn’t give us enough data to generate complete analysis.

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

We could create more tables using spotlights, staff picks data point with a larger sample to have more analyzed outputs.

**BONUS - 1:**

Based on the below graphical representation we do understand that having smaller goals will give a better turn around than aiming for very high goals. Start small but in larger quantity of right projects would be the key to success.

**BONUS – 2:**

|  |  |  |
| --- | --- | --- |
| We evaluated the successful campaigns against unsuccessful campaigns as shown below: | |  |
| The mean number of backers: | Successful | 194.4252 |
| Unsuccessful | 17.7098 |
| The median number of backers: | Successful | 62 |
| Unsuccessful | 4 |
| The minimum number of backers: | Successful | 1 |
| Unsuccessful | 0 |
| The maximum number of backers: | Successful | 26457 |
| Unsuccessful | 1293 |
| The variance of the number of backers: | Successful | 712841 |
| Unsuccessful | 3773.222 |
| The standard deviation of the number of backers: | Successful | 844.2991 |
| Unsuccessful | 61.42656 |

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

Median gives us a number closer to the central tendency of the data sample. If the data sample is skewed then mean is not a valid value to be used.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

Successful campaign seems to be more variance than unsuccessful campaign, this means that we had more backers on successful campaign, which shows that there would be good chances in positive outcome if these success campaign related projects are expanded.