Data Analysis Kickstarter Campaigns

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3/22/2021

Given the supplied data and the graphs created, we can draw the following conclusions:

1. Year over year, projects with a launch date in December are less likely to succeed
2. Projects with goals between $1000 and $5000 are most likely to succeed
3. Relative to the total number of projects, musical projects are the most likely to be successfully funded

There are some limitations of the dataset including the following:

* No information on backer demographics (location, age, number of projects backed)
* No information on project founders, such as the number of previous successful projects
* Location data is not broken down to state/province

Additional pivot tables and charts that would be useful in analyzing the data:

* Percent funded by category
* Status compared to ‘staff pick’ by category
* Status compared to length of campaign by category

When looking at the statistical analysis of the funded versus failed projects and number of backers, the Median value is more meaningful because it provides better context of the outlying values for Min and Max number of backers. The majority of projects had far fewer backers than the few outliers that skew the mean higher.

There is also a higher variability in the number of backers with the successful campaigns than there is with the failed campaigns. This would make sense given that failed campaigns are likely to have less backers overall, and a higher number of campaigns with 0 backers.