Conclusions

**Most and least successful Sub-Categories**

Based on the data set an assumption can be made that certain sub-categories are the most and least successful. Subcategories with a 100% success rate include:

Classic Music

Documentary

Hardware

Non-Fiction

Pop

Radio & Podcasts,

Shorts

Tabletop games

Television

Whereas those with a 100% failure rate include:

Animation

Children’s Books

Fiction

Gadgets

Jazz

Nature

People

Places

Restaurants

**Single most successful subcategory**

Campaigns in the subcategory of “Plays” had the largest number of campaigns submissions out of all subcategories, with Theatre representing the largest category of campaigns.

**Most successful Category**

The most successful category with the greatest success to failure rate is “music”

**Best and worst time to launch a campaign**

Campaigns launch in July have the highest likely hood of failing or being cancelled whereas April appears to offer the best opportunity for a likely success. Both are based on eh current data set and may be causes by outside factors not represented in the data set.

Limitations

There potentially several missing data points to be able to take a deeper dive into the data set. These include:

When the project was fully funded.

Additional marketing efforts outside of Kickstarter which may influence backer count and success rate.

Creator of the campaign and previous campaigns, as a previous creator may be more likely to have a successful campaign.

Additionally, that data set appears to be a subset of a greater set of data, the larger the data set the more confidence can be placed in the conclsions.

Other Analysis

Other analysis and or tables that would be significant to analyze the data set could include:

Staff Pick/Spotlight campaign

Currency conversion rates to a standard unit of measure

Success/Failure by year

State by Region/Currency/Country

Statistical Analysis

Statistical Analysis

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

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