Conclusions

**Most and least successful Subcategories**

Based on the data set, certain subcategories 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 successful submissions. In turn, Theatre represented the largest Category of successful campaigns.

**Most successful Category**

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

**The best and worst time to launch a campaign**

Campaigns launch in July have the highest likely hood of failing or being canceled, whereas April appears to offer the best opportunity for potential success. Both values are representative of the current data set and maybe 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:

* fully funded date.
* Additional marketing efforts outside of Kickstarter which may have influence backer count.
* Creator of the campaign and previous campaigns, if a user had previously created a campaign, they may be more likely to launch a successful campaign.

Additionally, that data set appears to be a subset of a more significant set of data. The larger the data set, the more confidence in the conclusions.

Other Analysis/Graphs

Additional 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- Bonus

The data provided indicated that the mean offers a better understanding of presenting the data than the median. The mean value shows that, on average, unsuccessful campaigns have no greater than 105 of the number of backers and the mean of successful campaigns. This mean value is an indicator of the number of backers that a project takes to be successful, and on average, the unsuccessful campaigns failed to reach a minimum number of backers needed to make the campaign viable.

Both the Single Variance and the deviation of the data sets indicate that there is more significant variability in those campaigns that were successful. Both indications show a more substantial value indicating that there is more volatility when it comes to the number of backers in the successful campaigns. The increased spread could be indicative of some campaigns becoming “viral” and far exceeding both their goals and backer count, in turn, driving the distance of the variance and increasing the standard deviation away from the mean. Counter to that, the failed and canceled campaigns saw a lower number of backers resulting in a more condensed spread and overall fewer average backers.