

## Take Aways:

Kickstarter is a great company to try and get projects funded if you are low on the capital to do it yourself. Going over the data I had a few hypotheses:

1. Your location matters, Kickstarter was founded in the United States, so it stands to reason that the company would be more popular here and attract more investors. While there were a lot more projects that started in the US it has no correlation with the rate of success for a project. In fact, for most locations the success rate was always just a little over 50%.
2. Being spotlighted or staff picked helps, if a user is new to Kickstarter or just browsing Kickstarter will offer suggestions for people to check out or offer them a project that they might find interesting, and it stands to reason that if your project was receiving extra attention or have backers being directed to it that the success rate would increase. However, looking at the data sample being a staff pick or spotlighted did not seem to have a strong correlation on whether your project would be successful or not. Projects that were spotlighted or staff picked still only had a 50% chance of success.
3. There is a time of year that leads to a higher chance of success. While unfortunately there isn't a lot of demographic information on project backers there looks to be a clear indication that projects have a higher success rate during summer months. Which is interesting, this could be because a younger demographic might have more free time, which leads to more backers looking at the site and finding projects that interest them. One might think there would be possibly more success in the springtime with tax season happening in the US and potential backers getting some extra money with their tax refunds. A more interesting observation is that the success rate drops in the fall and winter months, in theory maybe people are concentrating more on the holiday season, so they have less money to invest.
4. Category of your project matters are you creating a project that people care about. There is a higher success rate with projects that have to do with theater. People like to be entertained so starting a project that lends itself to that could increase your success in getting your project backed. Imagine sitting around in the summer months with not much to do hoping to find something to entertain yourself, and you see a Kickstarter project for a play and if that project had been funded you could have something to do.

There is some bias in this data as we look at the age of data, every project started either before the Covid pandemic or right at the start of it and the global pandemic changed everything. Stricter restrictions on shipping and travel, people losing jobs and a depletion of resources. This makes it hard to use this data to advise what kind of project would be successful. While pre-pandemic people would love to go out and wouldn't mind being around large groups of people and go see a play, this might not hold true anymore.

Looking at the data though you would have the highest success rate if you started a Kickstarter project in the summer months if it involved the theater.

### Statistical Analysis:

Looking at the baker data using the mean or average does not give an accurate read of the data. There are some very large outliers that throw off the expected bell curve and with such a high standard deviation in the analysis to hit that point home. A more accurate read of the data would be the median which is just the middle point.