Kickstarter Campaign Analysis:

## Questions answered

# Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. Most of campaigns and best success rate are related to entertainment – theater, music and film & video. (Surprisingly, low amount of technology crowdfunding)
2. You can observe dramatic increase in amount of campaigns starting from 2014
3. Higher goal campaigns have higher failure/cancelation rate
4. Higher backers’ amount will increase success rate
5. 74% of campaigns are originated in US
6. Average donation 84 USD, successful campaigns 93 vs failed 65

# What are some limitations of this dataset?

1. The dataset is too small – just for 2019 US$6.8 billion through more than 8.6 million campaigns, we have 4114 for 10 years
2. Data set missing data, that would allow to make meaningful analysis –ad campaigns frequency, social media clicks etc., data that would explain why campaigns were not backed
3. Currency conversions must be done in order to compare goals and results across different countries

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

1. Box and whisker on backers, on average donations
2. XY plot and regression analysis

# Bonus: Use your data to determine whether the mean or the median summarizes the data more meaningfully.

1. Successful projects have more backers, both mean and median “backers” for successful projects are higher. However, median ( and frequency analysis or box/whisker plot) tell us better story – distribution of backers for failed projects are very tight near zero – mean is at 18, median is at 2 , mode is at 0 with frequency 287 , for successful project distribution is more spread with clear right/positive skew , mean is at 194, median is at 62 , mode at 27 with frequency 37

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

1. Standard deviation of backers count for successful programs are wider 844 vs 61 of failed, indicating, as mentioned above, tighter spread, with mode at 0. And it makes sense since most of the unsuccessful campaigns have none or small amount of backers.