1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Major categories using this method of funding are theater, music, and film & video.
   2. Based on successfulness of subcategories, certain subcategories have a very high success rate (like rock, classical music, documentary) and certain subcategories show high rate of fails (food trucks, video games translations) showing that backers/public may have certain preferences in subcategories to fund.
   3. The timing of starting a project may seem to have an impact on the rate of success, as it falls from may to September, but more likely it’s because of the number of overall projects decreasing. So probably starting the funding doesn’t impact on success rate.
2. What are some limitations of this dataset?

Data represents 0.13% of the whole population and might not be very descriptive.

Would be interesting to know how many people were reached out, and how many of people reached decided to pledge.

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

Average duration and success rate, size of the goal and success rate, average contribution per backer and success rate. Success rate per country, too see if there is cultural impact, like some societies not willing to participate in crowdfunding projects like these.

**Bonus Statistical Analysis**

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

For successful cases, median describes the center of data better, there is an outlier for on project that skews the average upwards.

Same for the failed cases, the mean is skewed upwards because of an unusual for the sample high values. Interestingly, the mode of failed cases is zero, when no backer participated at all.

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

The variability of successful cases is much higher compared to that of failed cases. I think there is an average number of backers that’s a turning point, on average, if the number of backers doesn’t exceed that turning point (minimum participation) the project fails. Given this the data range for successful cases is bigger then the data range for failed cases, as for successful cases the number of backers has to be large enough.