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

* **Majority of Kickstarters took place in the United States** – Using the Campaign Totals per Category sheet, the Pivot Table shows the total number of Kickstarter campaigns in this data set. The total is 4,114 campaigns. If we filter the count by country and look at the US, we see the grand total of campaigns made in the US is 3,038. That is roughly 75% of all campaigns across every country in the data set. We can safely assume that if a Kickstart campaign is created, there is a good chance that it will be made in the US.
* **Majority of Kickstarter projects were based in the theater category –** Using the Campaign Totals per Category sheet, the Pivot Table shows the 9 different types of main category in the data set. We see the grand totals and the dispersion of the Kickstarter campaigns per category. Looking at the accompanying Pivot Chart, we can easily tell that the category that had the highest amount of campaigns was the Theater category at 1393. The second highest category, Music, had only half as much, at 700. Moving over to the Totals per Sub-Category sheet, we see that Plays were the most common sub- category of Theater. It is the most frequently occurring Kickstarter campaign in the data set.
* **Kickstarters had the lowest success rate in the month of December –** Looking at the Kickstarter Totals per Month sheet, we see a Pivot Table with the amount of Kickstarter campaigns of every state created per month. The Pivot Chart displays a line graph tracking the change in the number of campaigns created through the year. We see the number fluctuate, creating peaks and valleys in both the Successful and Failed states. December, by far, has the lowest amount of Successful campaigns per month with 111. It is also the only month where the number of Failed campaigns exceeds the number of Successful campaigns.

1. What are some limitations of this dataset?

* **Don’t know how quickly the goals were met** – We are given the data of the number of campaigns that were successful, but we aren’t given a more descriptive look at precisely what each backer pledged toward a campaign. We can assess the average donation because we have both the pledged amount and the number of backers, but we can’t get a big picture of how donations were spread through the campaigns.
* **Demographics of the backers** – Without seeing the data of individual donations across each campaign, we also can’t make too many assumptions about what kind of person would pledge towards a specific goal. Knowing more about demographics can help shape future campaigns to have a better success rate through focused marketing.

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

* We can make a pie chart showing the breakdown of the different campaigns per category.
* We can make a table looking at the number of backers per country to see if there was a tendency for countries to contribute towards a campaign.
* We could create a table that looked at the goal amount per campaign and the category type to see which category made the most money. An accompanying stacked column chart can display all the categories to compare.

1. Bonus Statistical Analysis
   * **Use your data to determine whether the mean or the median summarizes the data more meaningfully –** I think the median summarizes the data more meaningfully. By comparing the median to the total count of the number of successful or failed campaigns, we see that it is much lower than the mean of the total count. For example, of the 2185 successful campaigns, the median number of backers was 62, and the mean number of backers was 194. The median number tells us that at least half of the campaigns had 62 backers. We can infer that if your campaign has at least 62 backers, then it has a good chance of being successful.
   * **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not? –** Successful campaigns have more variability than unsuccessful campaigns. We can see that both the standard deviation and variance of successful campaigns far exceed failed campaigns. It makes sense because Kickstarter campaigns can vary so much in their goals. It may be a campaign to raise money to put on a play, or it can be a campaign to raise money for a food truck. Each campaign would have a different method of marketing it towards a desired audience. Some campaigns appear on social media or television, some are marketing in podcasts, and some are funded through word of mouth. This makes for a heavily-varied number of backers for each campaign.