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

1. The three most popular categories are in order: Theater, Music, & Technology

2. The Sub-Categories with 100% success rate are:

Film & Television: Documentary, Shorts, Television

Games: Tabletop Games

Music: Rock, Pop, Electronic, Classical, Metal

Publishing: Nonfiction, Radio & Podcasts

Technology: Hardware

3. The Sub-Categories with 100% cancel/failure rate are:

Film & Television: Animation, Drama, Science-Fiction

Food: Food Trucks, Restaurants

Games: Mobile Games, Video Games

Journalism: Audio

Music: Jazz, World Music

Photography: Nature, People, Places

Publishing: Art Books, Children Books, Fiction, Translations

Technology: Gadgets, Web

**2. What are some limitations of this dataset?**

This is only 4114 Kickstarter campaigns the most recent of which is from May of 2017. To date there have been 480,456 launched projects making this data set less than 1% of the total data available.

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

Bar graphs comparing the state of each category/subcategory; “Staff Pick” filter on a table with “State” and “Sub-Categories” to see if it affected the success rate of campaigns; Pie-Graph visualizing the percent of each “State” for every “Category”.

**BONUS #2**

**1. 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, because it more starkly shows the difference between successful and failed campaigns. The fact that for failed campaigns the middle value is as low as 3 compared to the successful being 62 shows how the number of backers truly makes a difference for the success in a campaign.

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

There is more variability with successful campaigns. Yes, because successful campaigns are dealing with a much wider range of numbers. While their minimum numbers are not that different, 1 and 0; their maximum numbers are 26,457 compared to 1501. With that much wider of a range there is more room for variability within the numbers.