Q1: Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

1. Projects that start / are created in May see greater success than failure.
2. Generally speaking, the more money needed to raise, the less likely the campaign will see success. (Based on Data from “Bonus” sheet).
3. Music campaigns have a higher success rate – outside of Jazz, Faith, and World subcategories, which all failed or had projects currently live. The other subcategories performed well.

Q2. What are some limitations of this dataset?

1. We only have a small dataset. Some of the categories have too few projects to draw conclusions from, such as Journalism. Pulling more data for a larger sample size would be more helpful for categories with fewer campaigns.
2. Some of these projects may have successful Kickstarter campaigns, but it would also be helpful to see how many succeed after their campaigns so we know which ones to back. This would mean additional data from other data sources to augment this set. We would also need to define “success” and gather the measurable factors we need for that definition.

Q3. What are some other possible tables and/or graphs that we could create?

1. We could create a table that shows the percentage of successful, failed, and cancelled projects, filtered by categories, and we could break it down by Goal amounts as well.
2. A scatter plot of backers for successful campaigns would be helpful.

**Bonus Statistical Analysis**

Q1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

***Successful Campaigns*:** With such a high variance and standard deviation, neither the mean nor median are helpful.

***Unsuccessful Campaigns:*** A much lower variance and standard deviation comparative to successful campaigns, but there are outliers.

With so much variability, I wonder if backers isn’t the most reliable way to project a campaign’s success or failure. Rather, it seems those campaigns that raise sub-$10,000 are more likely to succeed. Therefore, is it better to look at the goal amount?

Q2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

1. There does tend to be more variability with successful campaigns, perhaps because the different thresholds for Goals ($1,000, $5,000, etc.) can be met with different numbers of backers depending on the average amount each backer donates. It would make sense that with few or no backers for unsuccessful campaigns that they would fail, since they would require a higher average donation per backer.