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

-By looking at the provided data, we can conclude Theater based fundraisers are the most popular on both the “ask” side of the transaction and the “fund” side of the transaction.

-Within the Theater category, “Plays” are the most popular.

-A campaign is most likely to be successful if the goal is less than $10,000

1. What are some limitations of this dataset?

One interesting data point that was unavailable in this data set would have been to know how quickly the successful campaigns reached their goal. We have a campaign end date, but it is possible that a campaign reached its goal in a very short time, then gained extra funding throughout the remainder of the campaign.

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

Another possible graph would be to display the length of the campaign. We already created a graph of success based on launch date, but we did not consider how long the campaign was open.

Bonus Questions

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

I believe the median summarizes the data more meaningfully. It appears there are a few outliers in both “successful” and “failed” data sets that drastically increase the average number of backers.

There is more variability in successful campaigns. This could be because a failed campaign must be between 0 and 99% of the goal amount, but a successful campaign can be from 100% to infinity of the goal amount raised.