1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Most successful campaigns typically exceed their goal by 1 – 5 percent.
   2. Kickstarter users back campaigns categorized as technology at a much higher rate than any other category
   3. Per this sample of data, Kickstarter consists mostly of campaigns for theater plays.
2. What are some limitations of this dataset?
   * I feel as though to determine an accurate “Average Donation” one would need access to the donation data. I would think that in a lot of these campaigns you may have someone that donates a large amount to meet a stretch goal or to push the project over its goal. In these cases, the average donation would be skewed due to the outlier.
   * With the dataset is in its raw form, you wouldn’t be able to accurately compare the goal and pledged amounts for different countries as they use different currencies. They would need to be converted to one currency to compare them across the board.
   * I thought it would have been interesting to see, for those projects that are successful, when they met their goal. If I were running a campaign, I’d like to see how soon I could expect my goal to be met in relation to campaigns in the same category.
3. What are some other possible tables and/or graphs that we could create?
   * Number of backers per campaigns
   * Outcome based on if the campaign was “spotlit” or not
   * Campaigns by country

Bonus: Outcome Analysis

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?

When considering the standard deviation for both successful and unsuccessful campaigns, it looks clear that the mean summarizes the data more meaningfully. The range of backers among both categories is too large to view the median as an accurate representation of the data set. According to the sample, successful campaigns show a higher variance than unsuccessful ones. This would make sense as successful campaigns are going to have a much higher total backers ceiling than that of unsuccessful campaigns. With the higher ceiling, you’re going to have a bigger window of possible backer numbers.