**EMMANUEL AYOO.**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
2. The overall success rate of Kickstarter campaigns is statistically significant. The sampled data has an average success rate of 53% of the pitched campaigns with a total fund of **$204,643.34** raised for successful campaigns.
3. The lower the target financial goal ($4,999 and lower) the higher the chances of being successful in crowdfunding by either breaking even or surpassing the goal.
4. The number of campaign backers does not necessarily determine the success of a campaign.
5. The **Theatre category** had the best funding success at **38%** with the **Plays subcategory** carrying the strongest support at **83%.** The **Theatre Category** alsohad the most failed pitches at **32%** with the **Plays subcategory** carrying the most failed subcategory at **72%.**

Each countries funding choice and spread is selective and may give an inclination on the cultural and economic perspectives of the countries.

1. **What are some limitations of this dataset?**
   1. Though a pitch maybe successfully crowdfunded, we are not given any supporting data on the end results of the project to establish the success of the intended project
   2. Outliers within a subcategory can inflate the values of a crowdfunding pitch and this would not represent the ‘truth’ of the category data set.
   3. Given that the data set is global, countries that have more crowdfunding activity have more leverage on establishing the pattern of the data than countries that have crowdfunding activity.
2. **What are some other possible tables and/or graphs that we could create?**
   1. Average pledge contributed per country
   2. Relationship between the funding goal and the amount successfully raised per category
   3. Relationship between successful campaigns and the count of backers on each campaign.

**BONUS STATISTICS QUESTIONS.**

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

In both successful and failed crowdfunding campaigns, the mean is greater than the median showing that both data sets are skewing to the right. With successful campaigns, the difference between the mean and the median is significantly larger than failed campaigns. Successful campaigns therefore show a stronger skewing tendency.

The mean and the median therefore do not summarize the data meaningfully.

1. **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. This makes sense because the standard deviation of the successful data set is unusually high indicating that there is no rhythmic consistency that could be predicted with the number of backers.

The count for the number of backers that fell within the Mean +1 SD/Mean -1 SD rational was only a mere 2,125 (0.005%) out of a total of 424,819 successful backers. This indicates an exceedingly high variance of the data set.