Kickstart My Chart – Gary Grisham

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

* The most successful and failed campaigns were plays by more than 50% in both Sub categories.
* People use Kickstarter primarily for plays.
* The US is the most likely country to use a Kickstarter
* You are most likely to fail at food, games, publishing, and technology.

2. What are some limitations of this dataset?

* Different Currencies
* No age group for backers

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

* A chart to show if the length of the Kickstarter had any impact on success.

Bonus

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

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?

Yes there is more variability between successful and unsuccessful campaigns. If you can reach 64 backers (which exceeds the upper limit of unsuccessful campaigns but does not reach the lower limit of success campaigns) you have a good change of being successful.

Successful campaigns have more backers with the median being a more successful comparison that I feel is easier to compare. Your median of a successful campaign had 62 backers and your median of an unsuccessful campaign had 4 backers. How many backers you have is a good indicator of how successful you will be.