**Analysis**

1. With the provided data and charts that were created, the first thing that popped off the screen was how many Entertainment-based Kickstarter there are. Theatre, Music and Film & Video account for over half of the campaigns. All of these are also likely to succeed, especially Music. This is somewhat expected, as people all over the world are participants in the entertainment industry. The love for music is something almost all people have.

The other major trend that appeared in one of the pivot charts was the global dominance of the US in these campaigns. Of the 4114 campaigns analyzed, 3038 are from the US. That is roughly 74% of all campaigns. American dominates the Kickstarter website.

One of the more general conclusions that was made regarding the success rate of Kickstarter campaigns points out the fact that just over 50% of them are successful in reaching their goal (53%). This also means that about half of them fail to reach their goal. This is an interesting thing to keep in mind for anyone looking to start a campaign here.

One unexpected result was the fact that all video game and animations campaigns failed.

1. This dataset fails to provide a few things that would help with understanding the rate of success a little better. For example, there is no real indication as to why people are not giving money. Maybe a feedback section can help with this. Information on the creator, who they are and what they do can help us understand why some campaigns failed or succeeded.

Another limitation of this set is the lack of any demographic information on the backers. Age, gender, race all have the potential to reveal new patterns and relationships with the data provided in this set. These can also be a good way to frame the “Why” behind the results of the Kickstarter.

And although we know where the Kickstarter originated (country), we do not have the information as to where the funding is coming from (region, country). This too can provide insights into what is going on with this date.

1. One of the challenges of analyzing this data can be found in the limited number of charts created. To really get an idea of where there might be other correlations, I think the following graphs would be useful:
   1. Time of year vs. Category as a bar graph. This will show the category breakdown by month.
   2. Multiple graphs that include the number of backers. This can be vis-à-vis categories, state, even year. A pivot table based around the number of backers will also be helpful.
   3. Donations (and average donations) should also be graphed in relation to categories, state, year and backers. Again, a pivot table with this data will be very useful.

Most of these graphs should be either bar graphs or line graphs. Scatter plots can also be used to show outliers for something like category vs. average donation.

**Bonus Data Analysis**

1. For both successful and failed campaigns, I do think the mean better summarizes the data than the median. Even though there are some incredibly significant outliers that do skew the numbers a little high for successful campaigns, the mean still provides a more meaningful summary of the data.
2. There is more variability with the Successful campaigns. The standard deviation is extremely high for successful campaigns, due in large part to the outliers that exist in this data set versus the Failed set. This makes the data points extremely spread out. The standard deviation for Failed campaigns is low, indicating that these data points are much closer to the mean than their successful counterparts.