**Kickstart my chart**

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

* We can learn that, since the beginning of Kickstarter, most of the campaigns have been successful. We can also see that less than 50 campaigns have been canceled per month. Both signs could augment trust between backers.
* Regarding categories, we can see that most of the pitched campaigns are under Theatre, which means both that this is the category with the most successful and failed campaigns; with Music at the second place, having some subcategories with almost no failed campaigns, such as Rock.
* We can also see that the first half of the year seems to be better than the second, as most successful projects have been launched between February and June.

**2.What are some limitations of this dataset?**

With the current dataset, we cannot easily detect which categories (or subcategories) had the most backers, so even if we know which are the categories where goals tend to be met, we are not sure if it was due to having few backers making big donations rather than getting lots of low donations.

Knowing this information would strengthen the trust in backers, as they would also estimate how much could they donate to a given project.

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

* We could add a heat map displaying countries based on the count of successful / failed projects.
* We could add a view of the average donation per backer by category / subcategory / month.

**Bonus Statistical Analysis**

**Does the Mean or Median summarize the data more meaningfully?**

I would choose the Mean, as it is a more meaningful fact to understand which is the average of backers for a Successful or failed campaign.

**In which group of Campaign State do you find the most variability?**

The more variability is found around the Successful campaigns, due to more of those happening than Failed or Canceled ones. Most of variations towards goals, sums pledged and all manifest in this group for that very reason.