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

1. Music campaign succeed at a higher percentage than any other category. They succeed around 71% of the time which is significant compared to the next highest category which is theater that succeed 60% of the time.
2. The amount of campaigns created each month seems to stay pretty consistent, with an average of 343 each month. December is the only exception with about 100 fewer projects created than the average. However, a project’s success rate seems to be impacted by the date created. Campaigns created in the last four months of the year have a lower success rate than those created in the first half of the year. Campaigns created in May have the highest amount of success.
3. A huge proportion of Kickstarter campaigns are created in the United States of America, at around ¾ of the total data set.

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

The data is skewed heavily toward entertainment options. For example, theater campaigns account for more than ¼ of the total data set. Categories like food, publishing, and journalism account for a much smaller portion of this data. It would be useful to know how these campaigns were selected as well to see if this proportion of project types is typical for the site at large.

It also would be interesting to see the average age of backers per campaign. This could show where interest tends to lie per age group and could also tell the average age of a Kickstarter user. Those hoping to create a campaign could use this information to craft their pitch to a specific demographic that they know is more likely to participate in the process.

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

A graph comparing how being a staff pick correlates to a campaign’s success rate would be very useful. Taking a quick glance through the data, it is difficult to determine if this adds a statistically significant improvement to success rate. It may seem logical that being a staff pick would automatically create a higher success rate, but it would be helpful to see exactly how much it helps and if it works better for certain categories or sub-categories.

Bonus

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

In both the successful and unsuccessful campaigns, the median is a much better summary of the total value. Both sets have extreme outliers that cause the mean value to become a much higher number which is no long representative of the entire data set.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

The variability is much higher with successful campaigns with a standard deviation of 844 compared to 61 for unsuccessful campaigns. This does make sense because a very high number of backers has a much chance of a success rate. This makes sense for two reasons, one is simply because more people means more money. Even if each backer gives a very small amount of money, quantity adds up quickly. The second reason is that more backers likely means there is excitement and passion for the project. It may have gone viral which could lead to some potentially very high donations. However, a project could still be funded with a low number of very high donations or if the money needed is low. This explains why many successful projects went through with a low number of backers. This created a wide range of numbers which leads to a very high variation.