Create a report in Microsoft Word and answer the following questions.

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. Three conclusions that can be drawn about Kickstarter campaigns are that campaigns with lower goal totals are more successful than campaigns with goal totals on the higher side which see more failed and canceled campaigns. The second conclusion is that the subcategories rock, hardware, and documentaries have the number of successful campaigns over 100 and zero failed or canceled campaigns meaning that these sub-categories are desired campaigns to focus on collecting money through Kickstarter, while sub-categories animation, food trucks, web, video games, and wearables have a large number of failed and canceled campaigns with little to no successes indicating an area to avoid while crowdfunding on Kickstarter. The third conclusion we can draw from the Kickstarter campaigns is that the success of Kickstarter campaigns declines towards the end of the year but peak around April and May, possibly indicating more people pledging money because of the tax returns or employment bonuses around that time. It is better to start a campaign between the start of the year and July.
2. **What are some limitations of this dataset?**
   1. One limitation of the dataset is that the monetary amount is not converted to one currency so the dollar amount in one country could equal a smaller or larger dollar amount when compared to another. For example, if a goal is 500 GBP, then it is 707 USD. This can limit the dataset because the goal could misrepresent our actual data when looking at outcomes by goal amounts. Another limitation of the dataset is the dates the data is from and how we are using it to predict situations in the future. The date of the data is a limitation because it is around four years out of date from the last year of data and the data from the years 2009-2017 can be out of date when looking at Kickstarter information and campaigns in 2021 onwards.
3. **What are some other possible tables and/or graphs that we could create?**
   1. Another possible table that we could have created is looking at the count of successful, failed, canceled, and live campaigns per country to see what other countries have high success or failure rates.
   2. Another graph that we could have created to show the data visually is a pie graph to see the amount of success per category.

Bonus Statistical Summary

* **Use your data to determine whether the mean or the median summarizes the data more meaningfully.**
  + I believe the median summarizes the data more meaningfully because the data has a large number of outliers that can skew the mean away from an accurate representation of the central tendency.
* **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**
  + Based on the summary statistics table there is more variability with successful campaigns because a successful campaign could have anywhere between one and 26,457 backers. This makes sense because the average amount a backer contributes is not accurate when you look at each backer individually. If there are 50 backers, then a single backer could represent 70% of the goal.