**Analysis**

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

1. We cannot accurately determine what types of campaigns are successful by simply looking the categories. If we drill down into the sub-categories it reveals extremes of sub-categories within the categories. For example, in the film & video category, documentary was 100% successful and animation was 100% failure. Other categories were nearly complete failures; but had niche categories which fared well. An example of this is food, where small batch was a successful sub-category which did well in a poorly performing category.
2. U.S. are more successful than those of other countries, with 54 percent of US campaigns achieving success.
3. Success appears to be influenced by the time of year.

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

Although we can broadly see what was successful, it does not provide a complete picture. Other factors such as the goal amount may play a factor. Variation and number of participants may limit conclusions.

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

Success rate would probably be helpful. For example, looking at the graphs one might conclude that Theater is the most successful category, but that is because it is a much larger category. If we look at success rate, we see that music has a 77 percent success rate compared to theater with a 60 percent success rate. It may be helpful to look at sub-categories by year based on success rate. It might be interesting to know what elicited the most funds or determine success based on ask.

**Bonus Analysis**

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

In this case the median will be more meaningful due to the outliers especially within the successful campaigns.

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

There is more variability with successful campaigns. This makes sense due to outliers. You are also dealing with a much larger population for successful than failed. There might also be an argument for considering failed and cancelled campaigns together.

