**Report**

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

* The top successful category performers are Theater, Music and Film & video.
* The top 3 successful sub-category are plays, rock and documentary.
* The launch date in Nov-Dec timeframe falls in the high failure rate (or making significant impact to the success of a campaign).

1. What are some limitations of this dataset?
   * The dataset has some outlier data points in the percentage funded, which may vastly affect the balance of data it presents.
   * There are some unused data in the dataset.
   * The dataset includes multiple data forms (eg. text, number, etc.)
   * There is no correlation in the dataset.
2. What are some other possible tables and/or graphs that we could create?

In my opinion, we can draw stack chart, which can better present the trends (if any). A Pie chart would be a good way to present each portion of the category and/or sub-category. And, we can generate a bar chart to compare rate of successful campaigns versus failure ones.

**Bonus Statistical Analysis**

* 1. Use your data to determine whether the mean or the median summarizes the data more meaningfully because there is very high variance in the data sets.

Based on the data, the median summarizes the data more meaningfully because there is the very high variance in the dataset.

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

According to the data, we can see the variability with successful is much higher than the variability with failed campaigns. Also, noticed there are some outliers (in terms of capital pledged into some campaign), which may be interpreted as the more resources/capital injected into a project the better chance it succeeds. On the other hand, we can see the variability with failed campaign is much smaller (than the successful projects), which means limited resources (capitals) is one of the key factors.