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

* Successful campaigns trend upward when launched in early Spring (Mar- May) and downward from late Spring to early fall (May – Sep).
* The “theater” category has the most successes overall, as well as the most failed.
* The subcategory “Plays” have the most successes overall, as well as the most failed.

2. What are some limitations of this dataset?

* It does not take into account dropped pledges. So, some projects may fail after the fact even though they met their funding goal.
* There is no data about projects which initially failed, but were successful after a re-launch.
* Success is only measured on whether or not a funding goal was met. We don’t know if it went on to fail or succeed.
* Of the ones that failed – we don’t know why. Poor messaging, no outreach, etc.

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

* Proportion of each category that is successful, failed, cancelled, etc.
* Something related to the number of days for a campaign (assuming they aren’t all the same?). Avg. number of days for successful/unsuccessful campaigns.
* Number of backers by category to see which are supported most.
* Comparison of average dollar donation amt. for each category to see which draw higher donations.

**Bonus Statistical Analysis**

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

The median summarizes the data more meaningfully in the successful campaigns because of the outliers which throw the average value.

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 due to the outliers in the successful campaigns.