1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Most number of projects completed were under Category “Theatre” with 60% success rate. This category also had the higher number of successful projects
   2. Most money donated was for projects under Category “Technology” with 15% success rate. In other words, Technology projects were the most expensive ones with relatively lower success rate of reaching funding goal.
   3. On average, Project funding goal for successful projects was 84% lower than the failed projects
   4. All the projects that required more than $1M either “Failed” or were “Cancelled”
   5. The count of successful projects during 2014-2016 is much higher due to the volume of projects started in that time period. The success rate actually started dropping in 2014.
2. What are some limitations of this dataset?
   1. Currency is not adjusted
   2. No information of ROI
3. What are some other possible tables and/or graphs that we could create?
   1. Comparing donation amount to number of successful projects by category
   2. Compare average project goal for successful vs failed projects
   3. Calculate days of completion of the project and group them into 1 Month, 2 Months and 3 Months. Check the count of projects by State for these 3 groups.

**Statistical Analysis:**

Here is the mean, median and Variance detail for Successful and Failed outcomes.

|  |  |  |
| --- | --- | --- |
|  | **Successful** | **Failed** |
| The mean number of backers. | 194 | 18 |
| The median number of backers. | 62 | 4 |
| The variance of the number of backers. | 712,841 | 3,773 |

It would be more appropriate to use median number of backers to summarize the results because of the variance between minimum and maximum number of backers.

Projects with successful outcome have more variability in number of backers and this is reasonable because of the variability in project funding goals and volume of successful projects compared to volume of failed projects.