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

The first immediate conclusion we can drawn from our exercise is there is an overwhelming amount of Kickstarter campaigns that are originally from the United States. With 3038 campaigns in total from this data set, the United States is ahead of the second place holder, Great Britain, by 2434 campaigns!

Another conclusion we can draw from our data set is there are more theater campaigns than other parent categories. There were a total of 839 theater campaigns in this data set, compared to the second most campaign parent category – music.

Our last conclusion, however, has a twist. No doubt that theater has the most campaigns in total, but its second place contender, music, has better success rate than any other categories. About 77% of music campaigns would become successfully funded, particularly with the sub-genre rock music campaigns, with all 260 of the rock music campaigns being successfully funded!

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

An immediate limitation that comes to mind is the dates marked for the campaigns came in as Unix time codes. Although conversion takes very little time to do, Unix time codes are not intuitive to most people and the conversion process nevertheless does take up some time. Provided if the data was entered in Gregorian time, that would be a lot more convenient.

Another limitation that came to mind is the data set does not provide the number of people who simply clicked on the campaign’s page but did not donate to it. If the data set could show how many people who simply went to the page, whether the reason is to window-shop or was deciding to contribute to the campaigns but decided not to, it would give us a metric of which categories and sub-categories do and do not attract donations based on overall web-page traffic.

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

Other than the three that we have created, one other graph we can make is the number of campaigns per year. We can even further specify that into number of successful, failed, and canceled campaigns per year.

Another graphical representation would be to create a pie chart for overall success-failed-canceled ratio for parent and specific categories. The bar-graph we made sufficient, but pie-charts can provide more specific numbers represented in percentages than just a long continuous line.

**Bonus Statistical Analysis Questions**

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

By using the SKEW.P function in Excel, both successful and unsuccessful data sets are skewed extremely positively, therefore the median summarizes the data more meaningfully.

*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 most certainly more variability with successful campaigns, with a variance of 83,118,932.3, compared to failed campaign’s variance of 482,382.7. This makes sense from the evidence that there are simply more successful campaigns than failed, and a higher number of maximum backers.