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

* Campaigns are supported by art lovers that majority of the projects and backers fall in these categories’ theater, music, film and video.
* All video/mobile games and web are failed or canceled. They are highly risky.
* Lower goals have higher success rate such that 71% for less than 1000. However, same number of projects with goal of 50000 and above with a success rate of 19%.

1. What are some limitations of this dataset?

* Extreme values included Reason or phase of cancelation or failed is also important. Is that because of competition, market-penetration, bad management, unrealistic planning etc...?

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

* We could create the country, status, category, pledged table to observe what type of projects gets more funding from which countries. Such that a project from Turkey less likely will get funding due to limitation whereas US or GB sounds more reliable to crowd.

**The mean or the median summarizes the data more meaningfully**

Median is much more robust indicative for central tendency for the both successful and unsuccessful campaigns data set.

Chart, box and whisker chart

Description automatically generated

**Successful Campaigns**: Since we have skewed data set including 26457 backers, it is much better to observe the data boundaries with lower values to determine whether the mean or the median is better for central tendency. Graph "Successful Campaign" shows that median 62 with interquartile range for spread, where 1st quartile is 29 and the 3rd quartile is 141 includes higher volume of data whereas mean 194.43 with 844.30 standard deviation.

Chart, box and whisker chart

Description automatically generated

**Unsuccessful Campaigns:** Since we have skewed data set including 1293 backers, it is much better to observe the data boundaries with lower values to determine whether the mean or the median is better for central tendency. Graph "Unsuccessful Campaign" shows that the median 4 is more reasonable, where 1st quartile is 1 and the 3rd quartile is 12 includes higher volume of data whereas mean 17.7 with 61.42 standard deviation.

**Summary:** Successful campaigns median is 62 whereas unsuccessful campaigns is 4. Failed kickstarts generally has lack of backers which means lack of budget and support they need and I believe innovation and timing is another issue.